SEPTEMBER 1987

DMA Rankings
Population Estimates
Multi-set & Cable TV Penetration

Nielsen Media Research

a company of
The Dun & Bradstreet Corporation

U.S. TV HOUSEHOLD ESTIMATES

SEPTEMBER 1987
(Estimates as of January 1988)

A.C. NIELSEN COMPANY
MEDIA RESEARCH SERVICES GROUP

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FOREWORD

The data herein represent estimates of total and television households in the U.S. by state, county and Designated Market Area (DMA), as of January 1988.

Total Households are estimates by Market Statistics, used herein by special permission of that organization. They are the base against which television estimates have been applied.

Television Ownership Percents are Nielsen estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all-market measurement periods.

Television Households have been derived by applying the percent ownership estimates, county by county, to the estimates of total households.

These individual county estimates constitute the bese of **Television Households** used by Nielsen in estimating audience counts for all Nielsen media research services, national and local. The data herin are subject to the limitations resulting from the methods of Market Statistics and Census, and from Nielsen's method of combining information from these sources. They are made available to broadcast users, in this form, for uniform interpretation of Nielsen estimates for any market, whether a single county or a combination of counties.

TV Penetration for some counties is reported as 100%. It should not be inferred that all households in such counties have television. 100% Penetration is used for counties with an estimated penetration by 99.5% or greater.

Population Estimates reported herein are January 1989 estimates provided by Market Statistics. The estimates include all persons; those in TV Households, those in Non-TV Households, and persons who do not reside in Households.

The use of mathematical terms herein should not be regarded as a representation by A.C. Nielsen Company that such measurements are exact to precise mathematical values.

Nielsen County Size Definitions are as follows:

"**A**" = All counties belonging as of June 19, 1981 to the 25 largest SCSAs or SMSAs according to the 1980 Census of Population.

"**B**" = All counties not included under A that are either over 150,000 population or in SCSAs or SMSAs over 150,000 population according to the 1980 Census of Population.

"**C**" = All counties not included under A or B that are either over 40,000 population or in SMSAs over 40,000 population according to the 1980 Census of Population.

"**D**" = All remaining counties

Note: SCSA (Standard Consolidated Statistical Area) and SMSA (Standard Metropolitan Statistical Area) are defined by the Federal Government Office of Management and Budget.

Market Areas comprising County Size Group "A" are as follows:

Atlanta	Cleveland	Kansas City	New York	San Francisco
Baltimore	Denver	Los Angeles	Philadelphia	Seattle-Tacoma
Boston	Detroit	Miami	Phoenix	St. Louis
Chicago	Dallas-Ft. Worth	Milwaukee	Pittsburgh	Tampa-St. Petersburg
Cincinnati	Houston	Minneapolis-St. Paul	San Diego	Washington

Time zone designations are current as of August 1, 1987 in cases where the time zone line divides a county, Nielsen Time Zone Designation is based on the location of the majority of the population.

DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA (DMA) COUNTY ASSIGNMENTS ARE MADE AS FOLLOWS:

Each spring, using the most recent November, February, May and July measurement intervals. NSI markets are reviewed to determine (a) existing markets that continue to qualify for a DMA), (b) new DMA's and, (c) counties that qualify for reassignment to a different DMA. The requirements and related considerations are:

1. For an NSI market to qualify for, or retain, a DMA, all counties combined in the Metro/Central Area(s) must meet either of the following conditions:

   To qualify for a DMA

   a. the commercial stations assigned[1] to the NSI market must achieve the largest share of the 7 AM to 1 AM average quarter-hour household audience in the Metro/Central Area, or

   b. one commercial station in the Metro/Central Area must achieve a larger share of the 7 AM to 1 AM average quarter-hour household audience than any commercial station outside the market, and

   c. for either (a) or (b), the difference between the largest share and the next largest share is statistically significant.

DESIGNATED MARKET AREA (DMA) (Cont'd)

To Retain a DMA

Condition (a) or (b) above must be met or if the DMA no longer meets either condition, it will retain its DMA if the difference between its share and the largest NSI Market share is not statistically significant.[2]

In the absence of a Metro/Central Area. the home county(s) of the commercial station(s) in the NSI Market will be treated as a Metro/Central Area.

All counties in Metro/Central Area(s) in qualifying NSI markets shall be treated under paragraph (1) exclusively in combination and not on an individual basis and will be assigned to that NSI market's DMA.

2. All other counties, including Metro/Central and home counties in NSI markets not qualifying under (1) above will:
   a. remain in the current DMA if the commercial stations in that market achieve the highest average quarter-hour audience share. 7 AM to 1 AM, or
   b. be reassigned to the market that achieves the highest average quarter-hour audience share provided that the difference from the current market is statistically significant.[2]
3. Each county is assigned to one and only one DMA. Sub-counties[3] may be assigned to different DMA's.
4. In determining DMA county assignments:
   a. viewing to stations in NSI markets that do not qualify for a DMA is excluded.
   b. viewing to satellite stations is treated as having originated in the market of the parent.
5. Audience share estimates are generally based on the combined four most recent all-DMA market measurement intervals. Counties may be assigned to DMAs based on less than the most recent four all DMA market measurements if recent major changes have occurred in transmission facilities (including satellites and translators) or Cable TV penetration, which may have a material bearing on audience shares. Counties may be tested for statistical significance using consecutive DMA reviews; i.e. any market having a higher share of viewing in consecutive DMA reviews, and determined not to be statistically significant, the test for statistical significance will be based on the combined viewing data for the consecutive reviews.

[1]For DMA review purposes, includes only stations intended to serve the Metro/Central counties or home county(s) and their satellites. It excludes those satellites whose parent stations are assigned to another NSI market.

[2]Greater than can be attributed to chance because only a sample of TV households is surveyed.

[3]When viewing patterns within a county differ significantly primarily because of unusual terrain or because peripheral location of a station's signal, NSI may split the county. Such splits are designated as N, S, E or W after the county name.

Rank order of Designated Market Areas is based solely on the quantitative estimates provided and is not intended to represent the relative "importance" of individual DMA's which may be ascribed through the application of other marketing and media criteria.

Multi-set Ownership Estimates are based on replies from households contacted by Nielsen telephone interviewers. Replies from several measurements are projected to January, 1988 and then adjustd to the January, 1988 estimate of multi-set ownership at the national level.

CABLE TV Household Estimates (July 1987) are derived primarily from:

1. Nielsen questionnaires to Cable TV systems.
2. Nielsen phone inquiries to Cable TV systems.
3. Current and prior NSI sample data.
4. Ancillary Sources:
   a. Nielsen NTI field calls upon Cable TV systems
   b. *Television Factbook*
   c. *Weekly CATV Addenda to Television Digest*
   d. *CATV-Newsweekly Cable Television*
   e. Volunteered station information
   f. FCC
   g. *Television Digest Weekly with Consumer Electronics*

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U.S. TV HOUSEHOLD ESTIMATES

GEOGRAPHIC AREAS

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
TOTAL U.S.*	90,758,900	89,030,990	98	100.000
CONTINENTAL U.S.**	90,265,400	88,554,620	98	99.465
NORTHEAST	18,910,500	18,596,420	98	20.888
NEW ENGLAND	4,782,000	4,711,570	99	5.292
CONNECTICUT	1,180,300	1,164,940	99	1.308
MAINE	441,900	435,300	99	.489
MASSACHUSETTS	2,206,800	2,173,930	99	2.442
NEW HAMPSHIRE	387,100	380,870	98	.428
RHODE ISLAND	361,600	358,140	99	.402
VERMONT	204,300	198,390	97	.223
MIDDLE ATLANTIC	14,128,500	13,884,850	98	15.596
NEW JERSEY	2,832,800	2,800,190	99	3.145
NEW YORK	6,774,700	6,632,170	98	7.449
PENNSYLVANIA	4,521,000	4,452,490	98	5.001
NORTH CENTRAL	22,258,300	21,934,020	99	24.636
EAST NORTH CENTRAL	15,553,700	15,338,820	99	17.229
ILLINOIS	4,302,300	4,232,600	98	4.754
INDIANA	2,022,100	1,990,670	98	2.236
MICHIGAN	3,358,100	3,316,510	99	3.725
OHIO	4,062,000	4,013,020	99	4.507
WISCONSIN	1,809,200	1,786,020	99	2.006
WEST NORTH CENTRAL	6,704,600	6,595,200	98	7.408
IOWA	1,116,200	1,100,090	99	1.236
KANSAS	947,900	931,300	98	1.046
MINNESOTA	1,602,100	1,577,800	98	1.772
MISSOURI	1,902,000	1,867,350	98	2.097
NEBRASKA	616,900	607,910	99	.683
NORTH DAKOTA	252,100	248,290	98	.279
SOUTH DAKOTA	267,400	262,460	98	.295
SOUTH	31,121,700	30,552,650	98	34.317
SOUTH ATLANTIC	15,610,800	15,350,860	98	17.242
DELAWARE	228,100	224,740	99	.252
DIST. OF COL.	252,600	246,160	97	.276
FLORIDA	4,819,100	4,737,280	98	5.321
GEORGIA	2,220,100	2,182,460	98	2.451
MARYLAND	1,639,800	1,618,950	99	1.818
NORTH CAROLINA	2,380,400	2,339,080	98	2.627
SOUTH CAROLINA	1,246,200	1,226,290	98	1.377
VIRGINIA	2,092,600	2,056,890	98	2.310
WEST VIRGINIA	731,900	719,010	98	.808
EAST SOUTH CENTRAL	5,630,900	5,523,410	98	6.204
ALABAMA	1,513,100	1,486,770	98	1.670
KENTUCKY	1,362,300	1,334,710	98	1.499
MISSISSIPPI	937,900	915,880	98	1.029
TENNESSEE	1,817,600	1,786,050	98	2.006
WEST SOUTH CENTRAL	9,880,000	9,678,380	98	10.871
ARKANSAS	889,100	868,450	98	.975
LOUISIANA	1,615,000	1,586,390	98	1.782
OKLAHOMA	1,291,000	1,266,010	98	1.422
TEXAS	6,084,900	5,957,530	98	6.692
WEST	18,468,400	17,947,900	97	20.159
MOUNTAIN	4,989,800	4,851,410	97	5.449
ARIZONA	1,309,600	1,270,150	97	1.427
COLORADO	1,315,300	1,283,390	98	1.442
IDAHO	359,100	348,290	97	.391
MONTANA	327,000	315,540	96	.354
NEVADA	404,900	394,820	98	.443
NEW MEXICO	544,600	526,280	97	.591
UTAH	538,300	526,770	98	.592
WYOMING	191,000	186,170	97	.209
PACIFIC	12,985,100	12,620,120	97	14.175
CALIFORNIA	10,160,300	9,886,080	97	11.104
OREGON	1,055,300	1,019,180	97	1.145
WASHINGTON	1,769,500	1,714,860	97	1.926
ALASKA#	150,200	142,990	95	.161
HAWAII	343,300	333,380	97	.374

NIELSEN MEDIA RESEARCH TERRITORIES, COUNTY SIZE AND TIME ZONE

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
CONTINENTAL U.S.**	90,265,400	88,554,620	98	99.465
TERRITORIES**				
NORTHEAST	20,176,800	19,841,000	98	22.285
COUNTY SIZE A	11,600,000	11,396,550	98	12.801
B	5,850,400	5,772,020	99	6.483
C	2,214,400	2,172,660	98	2.440
D	512,000	499,770	98	.561
EAST CENTRAL	12,657,600	12,481,840	99	14.020
COUNTY SIZE A	4,184,700	4,136,500	99	4.646
B	4,554,100	4,499,150	99	5.053
C	2,154,500	2,120,200	98	2.381
D	1,764,300	1,725,990	98	1.939
WEST CENTRAL	14,867,600	14,614,320	98	16.415
COUNTY SIZE A	6,585,300	6,479,620	98	7.278
B	2,003,000	1,971,310	98	2.214
C	2,502,500	2,460,730	98	2.764
D	3,776,800	3,702,660	98	4.159
SOUTH	26,966,400	26,457,310	98	29.717
COUNTY SIZE A	5,666,600	5,570,020	98	6.256
B	11,014,200	10,828,740	98	12.163
C	5,166,200	5,067,710	98	5.692
D	5,119,400	4,990,840	97	5.606
PACIFIC	15,597,000	15,160,150	97	17.028
COUNTY SIZE A	9,578,200	9,327,240	97	10.476
B	3,668,500	3,574,330	97	4.015
C	1,577,400	1,515,720	96	1.702
D	772,900	742,860	96	.834
COUNTY SIZE**				
A	37,614,800	36,909,930	98	41.457
B	27,090,200	26,645,550	98	29.928
C	13,615,000	13,337,020	98	14.980
D	11,945,400	11,662,120	98	13.099
TIME ZONE**				
EASTERN	44,955,600	44,238,590	98	49.689
CENTRAL	27,004,500	26,520,100	98	29.787
MOUNTAIN	4,843,200	4,711,920	97	5.292
PACIFIC	13,462,100	13,084,010	97	14.696

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S
** EXCLUDING HAWAII AND ALASKA
# ANCHORAGE AND FAIRBANKS DMA'S ONLY

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1988)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (Jan. 1988)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
1	NEW YORK	6,878,100	7.726	7.726	18,660,000	7.610	7.610	98
2	LOS ANGELES	4,652,700	5.226	12.951	13,155,100	5.365	12.975	98
3	CHICAGO	3,077,150	3.456	16.408	8,657,200	3.531	16.505	98
4	PHILADELPHIA	2,579,340	2.897	19.305	7,045,500	2.873	19.379	99
5	SAN FRANCISCO-OAKLAND	2,143,990	2.408	21.713	5,720,200	2.333	21.711	97
6	BOSTON	2,065,130	2.320	24.033	5,595,700	2.282	23.994	98
7	DETROIT	1,679,940	1.887	25.919	4,636,100	1.891	25.884	99
8	DALLAS-FT. WORTH	1,645,980	1.849	27.768	4,475,700	1.825	27.709	98
9	WASHINGTON, DC	1,611,630	1.810	29.578	4,424,400	1.804	29.514	98
10	HOUSTON	1,449,610	1.628	31.207	4,087,000	1.667	31.181	98
	SUBTOTAL	27,783,570			76,456,900			
11	CLEVELAND,AKRON	1,446,960	1.625	32.832	3,898,000	1.590	32.770	99
12	ATLANTA	1,263,120	1.419	34.251	3,495,000	1.425	34.196	98
13	TAMPA-ST. PETE,SARASOTA	1,229,570	1.381	35.632	2,976,200	1.214	35.409	98
14	SEATTLE-TACOMA	1,225,010	1.376	37.008	3,191,500	1.302	36.711	97
15	MINNEAPOLIS-ST. PAUL	1,213,140	1.363	38.370	3,316,700	1.353	38.064	99
16	MIAMI-FT. LAUDERDALE	1,200,520	1.348	39.719	3,071,400	1.253	39.316	98
17	PITTSBURGH	1,180,580	1.326	41.045	3,110,700	1.269	40.585	99
18	ST. LOUIS	1,060,370	1.191	42.236	2,960,400	1.207	41.792	98
19	DENVER	1,007,950	1.132	43.368	2,598,800	1.060	42.852	98
20	PHOENIX	938,830	1.054	44.422	2,511,900	1.024	43.876	97
	SUBTOTAL	39,549,620			107,587,500			
21	SACRAMENTO-STOCKTON	933,610	1.049	45.471	2,525,900	1.030	44.906	98
22	BALTIMORE	896,300	1.007	46.478	2,487,600	1.014	45.921	99
23	INDIANAPOLIS,LAFAYETTE	874,330	.982	47.460	2,419,700	.987	46.908	98
24	HARTFORD & NEW HAVEN	869,980	.977	48.437	2,392,800	.976	47.883	99
25	SAN DIEGO	806,120	.905	49.342	2,266,600	.924	48.808	97
26	PORTLAND, OR	805,610	.905	50.247	2,151,200	.877	49.685	97
27	ORLANDO-DAYTONA BCH-MELBRN	777,350	.873	51.120	1,995,200	.814	50.499	98
28	KANSAS CITY	723,320	.812	51.933	1,962,700	.800	51.299	98
29	CINCINNATI	712,380	.800	52.733	1,953,100	.797	52.096	99
30	MILWAUKEE	702,480	.789	53.522	1,891,100	.771	52.867	99
	SUBTOTAL	47,651,100			129,633,400			
31	NASHVILLE	685,840	.770	54.292	1,888,700	.770	53.637	98
32	CHARLOTTE	669,960	.753	55.045	1,834,700	.748	54.385	99
33	NEW ORLEANS	641,780	.721	55.766	1,814,300	.740	55.125	98
34	GREENVILLE-SPART-ASHEVILLE	634,890	.713	56.479	1,715,300	.700	55.825	98
35	COLUMBUS, OH	616,190	.692	57.171	1,645,400	.671	56.496	99
36	RALEIGH-DURHAM	613,650	.689	57.860	1,726,600	.704	57.200	98
37	OKLAHOMA CITY	606,880	.682	58.542	1,610,800	.657	57.857	98
38	GRAND RAPIDS-KALMZOO-B.CRK	596,200	.670	59.211	1,675,000	.683	58.540	99
39	BUFFALO	596,030	.669	59.881	1,645,700	.671	59.211	99
40	BIRMINGHAM,ANNISTON	595,110	.668	60.549	1,622,700	.662	59.873	98
	SUBTOTAL	53,907,630			146,812,600			
41	MEMPHIS	582,910	.655	61.204	1,673,000	.682	60.555	98
42	SALT LAKE CITY	578,840	.650	61.854	1,883,100	.768	61.323	98
43	SAN ANTONIO	549,290	.617	62.471	1,671,800	.682	62.005	97
44	PROVIDENCE-NEW BEDFORD	543,510	.610	63.082	1,491,100	.608	62.613	99
45	NORFOLK-PORTSMTH-NEWPT NWS	536,940	.603	63.685	1,586,70[illegible]	.647	63.260	98
46	HARRISBURG-LNCSTR-LEB-YORK	529,980	.595	64.280	1,444,300	.589	63.849	97
47	WILKES BARRE-SCRANTON	518,210	.582	64.862	1,381,400	.563	64.413	98
48	LOUISVILLE	504,220	.566	65.428	1,423,000	.580	64.993	98
49	DAYTON	500,060	.562	65.990	1,339,000	.546	65.539	99
50	GREENSBORO-H.POINT-W.SALEM	496,300	.557	66.547	1,328,400	.542	66.081	98
	SUBTOTAL	59,247,890			162,034,400			
51	CHARLESTON-HUNTINGTON	495,700	.557	67.104	1,386,900	.566	66.646	98
52	ALBANY-SCHENECTADY-TROY	483,030	.543	67.647	1,307,900	.533	67.180	99
53	TULSA	461,680	.519	68.165	1,231,400	.502	67.682	98
54	WEST PALM BEACH-FT. PIERCE	459,770	.516	68.682	1,109,000	.452	68.134	98
55	RICHMOND-PETRSBG,CHARLTSVL	458,380	.515	69.197	1,307,400	.533	68.667	98
56	SHREVEPORT	450,910	.506	69.703	1,260,700	.514	69.181	98
57	LITTLE ROCK-PINE BLUFF	447,840	.503	70.206	1,246,300	.508	69.690	98
58	FLINT-SAGINAW-BAY CITY	445,610	.501	70.707	1,260,800	.514	70.204	99
59	JACKSONVILLE	438,850	.493	71.200	1,204,000	.491	70.695	98
60	MOBILE-PENSACOLA	432,550	.486	71.685	1,221,200	.498	71.193	98
	SUBTOTAL	63,822,210			174,570,000			
61	WICHITA-HUTCHINSON PLUS	423,580	.476	72.161	1,120,500	.457	71.650	98
62	FRESNO-VISALIA	419,940	.472	72.633	1,247,100	.509	72.159	98
63	KNOXVILLE	419,010	.471	73.103	1,143,100	.466	72.625	98
64	TOLEDO	412,890	.464	73.567	1,133,300	.462	73.087	99
65	ALBUQUERQUE-SANTA FE	410,050	.461	74.028	1,201,300	.490	73.577	96
66	GREEN BAY-APPLETON	374,020	.420	74.448	1,023,800	.418	73.994	99
67	SYRACUSE	372,090	.418	74.866	1,057,900	.431	74.426	98
68	ROCHESTER	363,080	.408	75.274	995,300	.406	74.832	99
69	DES MOINES-AMES	362,910	.408	75.681	940,400	.384	75.215	99
70	ROANOKE-LYNCHBURG	350,850	.394	76.075	1,015,300	.414	75.629	98
	SUBTOTAL	67,730,630			185,448,000			

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1988)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (Jan. 1988)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
71	OMAHA	348,330	.391	76.467	934,700	.381	76.010	99
72	PADUCAH-C.GIRARDEAU-HARRBG	340,340	.382	76.849	904,700	.369	76.379	98
73	AUSTIN	336,800	.378	77.227	904,200	.369	76.748	97
74	HONOLULU	333,380	.374	77.602	1,091,400	.445	77.193	97
75	CHAMPAIGN&SPRNGFLD-DECATUR	322,790	.363	77.964	858,100	.350	77.543	98
76	LEXINGTON	319,700	.359	78.323	910,400	.371	77.914	97
77	SPOKANE	319,620	.359	78.682	875,600	.357	78.272	97
78	CEDAR RAPIDS-WATERLOO&DUBQ	319,480	.359	79.041	871,800	.356	78.627	98
79	DAVENPORT-R.ISLAND-MOLINE	313,850	.353	79.394	837,300	.341	78.969	99
80	PORTLAND-AUBURN	306,090	.344	79.737	819,000	.334	79.303	99
	SUBTOTAL	70,991,010			194,455,200			
81	SPRINGFIELD, MO	299,810	.337	80.074	827,500	.337	79.640	97
82	CHATTANOOGA	296,220	.333	80.407	818,500	.334	79.974	98
83	JACKSON, MS	292,180	.328	80.735	852,400	.348	80.321	98
84	TUCSON(NOGALES)	287,120	.322	81.058	756,500	.309	80.630	97
85	SOUTH BEND-ELKHART	286,050	.321	81.379	796,600	.325	80.955	98
86	JOHNSTOWN-ALTOONA	285,370	.321	81.699	794,600	.324	81.279	98
87	TRI-CITIES, TN-VA	280,940	.316	82.015	794,500	.324	81.603	98
88	YOUNGSTOWN	277,170	.311	82.326	752,300	.307	81.910	99
89	HUNTSVILLE-DECATUR	271,860	.305	82.632	736,100	.300	82.210	99
90	COLUMBIA, SC	266,030	.299	82.930	768,300	.313	82.523	98
	SUBTOTAL	73,833,760			202,352,500			
91	BURLINGTON-PLATTSBURGH	264,930	.298	83.228	752,200	.307	82.830	98
92	EVANSVILLE	264,910	.298	83.526	720,100	.294	83.124	99
93	BATON ROUGE	258,190	.290	83.816	779,500	.318	83.442	98
94	LINCOLN & HSTNGS-KRNY PLUS	257,340	.289	84.105	680,300	.277	83.719	98
95	GREENVILLE-N.BERN-WASHNGTN	247,300	.278	84.382	717,500	.293	84.012	98
96	LAS VEGAS	238,610	.268	84.650	599,000	.244	84.256	98
97	WACO-TEMPLE	237,290	.267	84.917	690,000	.281	84.537	98
98	COLORADO SPRINGS-PUEBLO	234,880	.264	85.181	635,400	.259	84.796	98
99	EL PASO	234,680	.264	85.444	770,300	.314	85.111	98
100	SIOUX FALLS(MITCHELL)	223,920	.252	85.696	608,800	.248	85.359	98
	SUBTOTAL	76,295,810			209,305,600			
101	FT. MYERS-NAPLES	223,010	.250	85.946	534,000	.218	85.577	99
102	FT. WAYNE	222,430	.250	86.196	626,600	.256	85.832	99
103	AUGUSTA	220,650	.248	86.444	645,300	.263	86.095	98
104	LANSING	215,970	.243	86.687	619,900	.253	86.348	99
105	MADISON	215,140	.242	86.928	561,300	.229	86.577	98
106	SPRINGFIELD-HOLYOKE	213,720	.240	87.168	590,400	.241	86.818	98
107	FARGO-VALLEY CITY	213,640	.240	87.408	601,800	.245	87.063	98
108	CHARLESTON, SC	211,480	.238	87.646	625,600	.255	87.318	98
109	PEORIA-BLOOMINGTON	211,400	.237	87.883	575,900	.235	87.553	98
110	SAVANNAH	210,020	.236	88.119	616,200	.251	87.804	98
111	MONTGOMERY	207,810	.233	88.352	593,500	.242	88.047	98
112	ROCKFORD	205,250	.231	88.583	555,100	.226	88.273	99
113	MONTEREY-SALINAS	202,870	.228	88.811	604,800	.247	88.520	96
114	SANTABARBRA-SANMAR-SANLUOB	197,320	.222	89.033	542,500	.221	88.741	96
115	LAFAYETTE, LA	196,980	.221	89.254	584,000	.238	88.979	98
116	WILMINGTON	185,790	.209	89.462	522,700	.213	89.192	98
117	HARLINGEN-WESLACO-BRNSVLLE	184,270	.207	89.669	684,400	.279	89.471	97
118	COLUMBUS, GA	183,460	.206	89.875	530,700	.216	89.688	98
119	MONROE-EL DORADO	181,830	.204	90.080	524,900	.214	89.902	98
120	AMARILLO	176,070	.198	90.277	484,100	.197	90.099	98
121	JOPLIN-PITTSBURG	175,500	.197	90.475	467,800	.191	90.290	98
122	TERRE HAUTE	173,960	.195	90.670	466,700	.190	90.480	98
123	CORPUS CHRISTI	173,590	.195	90.865	539,100	.220	90.700	98
124	RENO	170,950	.192	91.057	433,300	.177	90.877	97
125	DULUTH-SUPERIOR	170,190	.191	91.248	460,100	.188	91.064	98
126	WHEELING-STEUBENVILLE	169,240	.190	91.438	452,900	.185	91.249	99
127	BEAUMONT-PORT ARTHUR	168,080	.189	91.627	476,800	.194	91.444	98
128	YAKIMA	167,620	.188	91.815	470,700	.192	91.636	97
129	WAUSAU-RHINELANDER	162,900	.183	91.998	451,900	.184	91.820	99
130	TALLAHASSEE-THOMASVILLE	162,600	.183	92.181	464,900	.190	92.009	98
131	WICHITA FALLS & LAWTON	158,490	.178	92.359	446,400	.182	92.192	98
132	SIOUX CITY	157,380	.177	92.536	419,700	.171	92.363	99
133	TRAVERSE CITY-CADILLAC	157,330	.177	92.712	427,700	.174	92.537	98
134	BINGHAMTON	157,160	.177	92.889	436,200	.178	92.715	98
135	LA CROSSE-EAU CLAIRE	156,870	.176	93.065	437,700	.179	92.894	99
136	EUGENE	156,320	.176	93.241	422,700	.172	93.066	96
137	COLUMBUS-TUPELO-WEST POINT	155,440	.175	93.415	448,700	.183	93.249	98
138	BAKERSFIELD	155,030	.174	93.589	443,700	.181	93.430	98
139	BOISE	153,760	.173	93.762	443,800	.181	93.611	97
140	MACON	153,340	.172	93.934	446,700	.182	93.793	98
141	ERIE	151,330	.170	94.104	417,700	.170	93.963	99
142	ODESSA-MIDLAND	150,990	.170	94.274	433,700	.177	94.140	98
143	CHICO-REDDING	150,100	.169	94.442	397,200	.162	94.302	97
144	BECKLEY-BLUEFIELD-OAK HILL	148,380	.167	94.609	416,700	.170	94.472	98
145	MINOT-BISMARCK-DICKINSON	144,550	.162	94.772	418,200	.171	94.643	98

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1988)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (Jan. 1988)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
146	FT. SMITH	143,900	.162	94.933	398,100	.162	94.805	97
147	MASON CITY-AUSTIN-ROCHESTR	143,070	.161	95.094	375,100	.153	94.958	99
148	LUBBOCK	135,410	.152	95.246	395,400	.161	95.119	90
149	TOPEKA	134,740	.151	95.397	364,800	.149	95.268	98
150	MEDFORD-KLAMATH FALLS	130,180	.146	95.543	353,300	.144	95.412	96
	SUBTOTAL	85,063,320			233,957,000			
151	ALBANY, GA	128,750	.145	95.688	385,100	.157	95.569	98
152	COLUMBIA-JEFFERSON CITY	128,220	.144	95.832	369,400	.151	95.720	98
153	BANGOR	126,120	.142	95.974	350,500	.143	95.863	98
154	TYLER	124,210	.140	96.113	355,000	.145	96.008	98
155	QUINCY-HANNIBAL-KEOKUK	122,270	.137	96.251	327,400	.134	96.141	99
156	ANCHORAGE	116,820	.131	96.382	337,000	.137	96.278	95
157	ABILENE-SWEETWATER	116,180	.130	96.512	318,100	.130	96.408	98
158	FLORENCE, SC	111,980	.126	96.638	328,900	.134	96.542	98
159	DOTHAN	103,630	.116	96.755	290,800	.119	96.661	98
160	BILLINGS	101,400	.114	96.868	270,900	.110	96.771	97
161	UTICA	99,940	.112	96.981	280,800	.115	96.886	99
162	IDAHO FALLS-POCATELLO	99,320	.112	97.092	321,100	.131	97.017	97
163	PALM SPRINGS	94,100	.106	97.198	258,900	.106	97.122	98
164	ALEXANDRIA, LA	88,760	.100	97.298	269,300	.110	97.232	98
165	SALISBURY	87,840	.099	97.396	240,000	.098	97.330	98
166	HATTIESBURG-LAUREL	87,620	.098	97.495	253,300	.103	97.433	97
167	RAPID CITY	87,060	.098	97.592	249,300	.102	97.535	98
168	ELMIRA	84,560	.095	97.687	237,600	.097	97.632	98
169	GREENWOOD-GREENVILLE	81,670	.092	97.779	258,400	.105	97.737	97
170	GAINESVILLE	81,640	.092	97.871	221,500	.090	97.828	96
171	CLARKSBURG-WESTON	80,800	.091	97.962	218,700	.089	97.917	98
172	LAKE CHARLES	75,730	.085	98.047	221,300	.090	98.007	98
173	PANAMA CITY	74,830	.084	98.131	201,200	.082	98.089	98
174	MERIDIAN	74,340	.083	98.214	212,900	.087	98.176	97
175	MISSOULA	73,170	.082	98.296	195,700	.080	98.256	95
176	ADA-ARDMORE	70,770	.079	98.376	191,100	.078	98.334	98
177	BILOXI-GULFPORT	67,690	.076	98.452	193,700	.079	98.413	98
178	JONESBORO	67,620	.076	98.528	185,400	.076	98.488	97
179	YUMA-EL CENTRO	67,550	.076	98.604	212,300	.087	98.575	97
180	WATERTOWN	66,560	.075	98.679	196,000	.080	98.655	99
181	ROSWELL	66,220	.074	98.753	185,700	.076	98.731	98
182	GREAT FALLS	65,910	.074	98.827	178,000	.073	98.803	97
183	PARKERSBURG	61,860	.069	98.896	166,900	.068	98.871	99
184	ST. JOSEPH	58,680	.066	98.962	160,000	.065	98.937	99
185	GRAND JUNCTION-MONTROSE	54,330	.061	99.023	148,600	.061	98.997	97
186	CASPER-RIVERTON	53,180	.060	99.083	149,100	.061	99.058	97
187	MANKATO	52,620	.059	99.142	144,600	.059	99.117	99
188	MARQUETTE	51,410	.058	99.200	147,700	.060	99.177	98
189	EUREKA	51,380	.058	99.258	135,100	.055	99.232	96
190	ALEXANDRIA, MN	50,450	.057	99.314	142,300	.058	99.290	98
191	BOWLING GREEN	50,300	.056	99.371	143,400	.058	99.349	98
192	CHEYENNE-SCOTTSBLUFF	50,090	.056	99.427	131,500	.054	99.402	99
193	BUTTE	47,000	.053	99.480	127,900	.052	99.455	97
194	JACKSON, TN	46,230	.052	99.532	125,500	.051	99.506	98
195	SAN ANGELO	44,880	.050	99.582	125,700	.051	99.557	98
196	OTTUMWA-KIRKSVILLE	43,870	.049	99.631	116,200	.047	99.604	97
197	LIMA	40,180	.045	99.677	112,400	.046	99.650	98
198	LAREDO	34,270	.038	99.715	131,300	.054	99.704	97
199	HARRISONBURG	32,980	.037	99.752	100,900	.041	99.745	96
200	ZANESVILLE	31,340	.035	99.787	84,800	.035	99.780	99
201	PRESQUE ISLE	29,380	.033	99.820	87,100	.036	99.815	99
202	VICTORIA	26,630	.030	99.850	79,400	.032	99.847	98
203	FAIRBANKS	26,170	.029	99.880	79,200	.032	99.880	95
204	BEND, OR	25,850	.029	99.909	70,900	.029	99.909	97
205	TWIN FALLS	25,490	.029	99.937	76,400	.031	99.940	97
206	HELENA	20,630	.023	99.960	52,600	.021	99.961	97
207	ALPENA	15,330	.017	99.978	41,700	.017	99.978	98
208	NORTH PLATTE	14,590	.016	99.994	39,400	.016	99.994	99
209	GLENDIVE	5,270	.006	100.000	13,900	.006	100.000	98
	TOTAL U.S.*	89,030,990			245,206,800			

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
662	ABILENE-SWEETWATER	118,200	116,180	157	.130
657	ADA-ARDMORE	72,500	70,770	176	.079
532	ALBANY-SCHENECTADY-TROY	489,800	483,030	52	.543
525	ALBANY, GA	131,300	128,750	151	.145
790	ALBUQUERQUE-SANTA FE	428,000	410,050	65	.461
644	ALEXANDRIA, LA	90,900	88,760	164	.100
697	ALEXANDRIA, MN	51,600	50,450	190	.057
583	ALPENA	15,600	15,330	207	.017
634	AMARILLO	179,100	176,070	120	.198
743	ANCHORAGE	122,700	116,820	156	.131
524	ATLANTA	1,283,500	1,263,120	12	1.419
520	AUGUSTA	225,100	220,650	103	.248
635	AUSTIN	345,700	336,800	73	.378
800	BAKERSFIELD	158,700	155,030	138	.174
512	BALTIMORE	907,000	896,300	22	1.007
537	BANGOR	128,400	126,120	153	.142
716	BATON ROUGE	262,300	258,190	93	.290
692	BEAUMONT-PORT ARTHUR	171,700	168,080	127	.189
559	BECKLEY-BLUEFIELD-OAK HILL	151,200	148,380	144	.167
821	BEND, OR	26,700	25,850	204	.029
756	BILLINGS	104,400	101,400	160	.114
746	BILOXI-GULFPORT	69,000	67,690	177	.076
502	BINGHAMTON	159,700	157,160	134	.177
630	BIRMINGHAM,ANNISTON	604,900	595,110	40	.668
757	BOISE	158,400	153,760	139	.173
506	BOSTON	2,098,000	2,065,130	6	2.320
736	BOWLING GREEN	51,500	50,300	191	.056
514	BUFFALO	603,700	596,030	39	.669
523	BURLINGTON-PLATTSBURGH	270,900	264,930	91	.298
754	BUTTE	48,700	47,000	193	.053
767	CASPER-RIVERTON	54,600	53,180	186	.060
637	CEDAR RAPIDS-WATERLOO&DUBQ	324,700	319,480	78	.359
648	CHAMPAIGN&SPRINGFLD-DECATUR	328,200	322,790	75	.363
564	CHARLESTON-HUNTINGTON	505,300	495,700	51	.557
519	CHARLESTON, SC	215,100	211,480	108	.238
517	CHARLOTTE	679,800	669,960	32	.753
575	CHATTANOOGA	301,500	296,220	82	.333
759	CHEYENNE-SCOTTSBLUFF	50,800	50,090	192	.056
602	CHICAGO	3,127,900	3,077,150	3	3.456
868	CHICO-REDDING	155,000	150,100	143	.169
515	CINCINNATI	721,900	712,380	29	.800
598	CLARKSBURG-WESTON	82,200	80,800	171	.091
510	CLEVELAND,AKRON	1,464,700	1,446,960	11	1.625
752	COLORADO SPRINGS-PUEBLO	240,300	234,880	98	.264
604	COLUMBIA-JEFFERSON CITY	131,000	128,220	152	.144
546	COLUMBIA, SC	270,600	266,030	90	.299
673	COLUMBUS-TUPELO-WEST POINT	158,900	155,440	137	.175
522	COLUMBUS, GA	186,800	183,460	118	.206
535	COLUMBUS, OH	623,000	616,190	35	.692
600	CORPUS CHRISTI	177,500	173,590	123	.195
623	DALLAS-FT. WORTH	1,676,300	1,645,980	8	1.849
682	DAVENPORT-R.ISLAND-MOLINE	317,700	313,850	79	.353
542	DAYTON	506,000	500,060	49	.562
751	DENVER	1,032,300	1,007,950	19	1.132
679	DES MOINES-AMES	367,800	362,910	69	.408
505	DETROIT	1,699,800	1,679,940	7	1.887
606	DOTHAN	105,400	103,630	159	.116
676	DULUTH-SUPERIOR	173,600	170,190	125	.191
765	EL PASO	239,300	234,680	99	.264
565	ELMIRA	86,300	84,560	168	.095
516	ERIE	153,300	151,330	141	.170
801	EUGENE	163,100	156,320	136	.176
802	EUREKA	53,800	51,380	189	.058
649	EVANSVILLE	268,800	264,910	92	.298
745	FAIRBANKS	27,500	26,170	203	.029
724	FARGO-VALLEY CITY	217,300	213,640	107	.240
513	FLINT-SAGINAW-BAY CITY	449,900	445,610	58	.501
570	FLORENCE, SC	113,800	111,980	158	.126
866	FRESNO-VISALIA	429,700	419,940	62	.472
571	FT. MYERS-NAPLES	226,100	223,010	101	.250
670	FT. SMITH	147,700	143,900	146	.162
509	FT. WAYNE	225,500	222,430	102	.250
592	GAINESVILLE	84,700	81,640	170	.092
798	GLENDIVE	5,400	5,270	209	.006
773	GRAND JUNCTION-MONTROSE	56,000	54,330	185	.061
563	GRAND RAPIDS-KALMZOO-B.CRK	604,600	596,200	38	.670
755	GREAT FALLS	68,000	65,910	182	.074
658	GREEN BAY-APPLETON	377,200	374,020	66	.420
518	GREENSBORO-H.POINT-W.SALEM	504,200	496,300	50	.557
545	GREENVILLE-N.BERN-WASHNGTN	251,700	247,300	95	.278
567	GREENVILLE-SPART-ASHEVILLE	646,000	634,890	34	.713
647	GREENWOOD-GREENVILLE	84,100	81,670	169	.092
636	HARLINGEN-WESLACO-BRNSVLLE	189,700	184,270	117	.207
566	HARRISBURG-LNCSTR-LEB-YORK	543,800	529,980	46	.595
569	HARRISONBURG	34,400	32,980	199	.037
533	HARTFORD & NEW HAVEN	881,700	869,980	24	.977
710	HATTIESBURG-LAUREL	90,100	87,620	166	.098
766	HELENA	21,200	20,630	206	.023
744	HONOLULU	343,300	333,380	74	.374
618	HOUSTON	1,482,300	1,449,610	10	1.628
691	HUNTSVILLE-DECATUR	275,900	271,860	89	.305
758	IDAHO FALLS-POCATELLO	101,900	99,320	162	.112
527	INDIANAPOLIS,LAFAYETTE	888,200	874,330	23	.982
718	JACKSON, MS	299,000	292,180	83	.328
639	JACKSON, TN	47,400	46,230	194	.052
561	JACKSONVILLE	446,500	438,850	59	.493
574	JOHNSTOWN-ALTOONA	290,400	285,370	86	.321
734	JONESBORO	69,400	67,620	178	.076
603	JOPLIN-PITTSBURG	179,100	175,500	121	.197
616	KANSAS CITY	735,900	723,320	28	.812
557	KNOXVILLE	427,100	419,010	63	.471
702	LA CROSSE-EAU CLAIRE	159,200	156,870	135	.176
642	LAFAYETTE, LA	200,800	196,980	115	.221
643	LAKE CHARLES	77,400	75,730	172	.085
551	LANSING	219,200	215,970	104	.243
749	LAREDO	35,200	34,270	198	.038
839	LAS VEGAS	243,400	238,610	96	.268
541	LEXINGTON	328,900	319,700	76	.359
558	LIMA	40,800	40,180	197	.045
722	LINCOLN & HSTNGS-KRNY PLUS	261,600	257,340	94	.289
693	LITTLE ROCK-PINE BLUFF	457,400	447,840	57	.503
803	LOS ANGELES	4,764,200	4,652,700	2	5.226
529	LOUISVILLE	512,000	504,220	48	.566
651	LUBBOCK	137,700	135,410	148	.152
503	MACON	156,100	153,340	140	.172
669	MADISON	219,700	215,140	105	.242
737	MANKATO	53,400	52,620	187	.059
553	MARQUETTE	52,500	51,410	188	.058
611	MASON CITY-AUSTIN-ROCHESTR	144,800	143,070	147	.161
813	MEDFORD-KLAMATH FALLS	135,200	130,180	150	.146
640	MEMPHIS	594,800	582,910	41	.655
711	MERIDIAN	76,400	74,340	174	.083
528	MIAMI-FT. LAUDERDALE	1,221,800	1,200,520	16	1.348
617	MILWAUKEE	710,200	702,480	30	.789
613	MINNEAPOLIS-ST. PAUL	1,231,400	1,213,140	15	1.363
687	MINOT-BISMARCK-DICKINSON	146,900	144,550	145	.162
762	MISSOULA	76,700	73,170	175	.082
686	MOBILE-PENSACOLA	440,000	432,550	60	.486
628	MONROE-EL DORADO	185,700	181,830	119	.204
828	MONTEREY-SALINAS	210,700	202,870	113	.228
698	MONTGOMERY	212,100	207,810	111	.233
659	NASHVILLE	698,400	685,840	31	.770
622	NEW ORLEANS	652,100	641,780	33	.721
501	NEW YORK	7,019,700	6,878,100	1	7.726
544	NORFOLK-PORTSMTH-NEWPT NWS	545,400	536,940	45	.603
740	NORTH PLATTE	14,800	14,590	208	.016
633	ODESSA-MIDLAND	153,800	150,990	142	.170
650	OKLAHOMA CITY	617,800	606,880	37	.682
652	OMAHA	353,000	348,330	71	.391
534	ORLANDO-DAYTONA BCH-MELBRN	789,900	777,350	27	.873
631	OTTUMWA-KIRKSVILLE	45,000	43,870	196	.049
632	PADUCAH-C.GIRARDEAU-HARRBG	346,400	340,340	72	.382
804	PALM SPRINGS	96,500	94,100	163	.106
656	PANAMA CITY	76,300	74,830	173	.084
597	PARKERSBURG	62,700	61,860	183	.069
675	PEORIA-BLOOMINGTON	214,900	211,400	109	.237
504	PHILADELPHIA	2,611,300	2,579,340	4	2.897
753	PHOENIX	966,400	938,830	20	1.054
508	PITTSBURGH	1,195,800	1,180,580	17	1.326
500	PORTLAND-AUBURN	310,700	306,090	80	.344
820	PORTLAND, OR	832,000	805,610	26	.905
552	PRESQUE ISLE	29,800	29,380	201	.033
521	PROVIDENCE-NEW BEDFORD	548,700	543,510	44	.610
717	QUINCY-HANNIBAL-KEOKUK	124,100	122,270	155	.137
560	RALEIGH-DURHAM	624,600	613,650	36	.689
764	RAPID CITY	89,100	87,060	167	.098
811	RENO	177,100	170,950	124	.192
556	RICHMOND-PETRSBG,CHARLTSVL	467,100	458,380	55	.515
573	ROANOKE-LYNCHBURG	356,900	350,850	70	.394
538	ROCHESTER	367,500	363,080	68	.408

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
610	ROCKFORD	207,800	205,250	112	.231
761	ROSWELL	67,600	66,220	181	.074
862	SACRAMENTO-STOCKTON	957,400	933,610	21	1.049
576	SALISBURY	89,300	87,840	165	.099
770	SALT LAKE CITY	592,400	578,840	42	.650
661	SAN ANGELO	45,800	44,880	195	.050
641	SAN ANTONIO	563,800	549,290	43	.617
825	SAN DIEGO	828,400	806,120	25	.905
807	SAN FRANCISCO-OAKLAND	2,218,600	2,143,990	5	2.408
855	SANTABARBRA-SANMAR-SANLUOB	204,800	197,320	114	.222
507	SAVANNAH	214,400	210,020	110	.236
819	SEATTLE-TACOMA	1,264,000	1,225,010	14	1.376
612	SHREVEPORT	460,400	450,910	56	.506
624	SIOUX CITY	159,300	157,380	132	.177
725	SIOUX FALLS(MITCHELL)	227,900	223,920	100	.252
588	SOUTH BEND-ELKHART	291,200	286,050	85	.321
881	SPOKANE	331,200	319,620	77	.359
543	SPRINGFIELD-HOLYOKE	217,200	213,720	106	.240
619	SPRINGFIELD, MO	307,500	299,810	81	.337
638	ST. JOSEPH	59,400	58,680	184	.066
609	ST. LOUIS	1,077,400	1,060,370	18	1.191
555	SYRACUSE	379,100	372,090	67	.418
530	TALLAHASSEE-THOMASVILLE	166,600	162,600	130	.183
539	TAMPA-ST. PETE,SARASOTA	1,248,600	1,229,570	13	1.381
581	TERRE HAUTE	177,200	173,960	122	.195
547	TOLEDO	417,500	412,890	64	.464
605	TOPEKA	137,000	134,740	149	.151
540	TRAVERSE CITY-CADILLAC	159,800	157,330	133	.177
531	TRI-CITIES, TN-VA	287,000	280,940	87	.316
789	TUCSON(NOGALES)	296,000	287,120	84	.322
671	TULSA	471,000	461,680	53	.519
760	TWIN FALLS	26,300	25,490	205	.029
709	TYLER	127,300	124,210	154	.140
526	UTICA	101,200	99,940	161	.112
626	VICTORIA	27,300	26,630	202	.030
625	WACO-TEMPLE	242,600	237,290	97	.267
511	WASHINGTON, DC	1,639,400	1,611,630	9	1.810
549	WATERTOWN	67,400	66,560	180	.075
705	WAUSAU-RHINELANDER	165,200	162,900	129	.183
548	WEST PALM BEACH-FT. PIERCE	467,700	459,770	54	.516
554	WHEELING-STEUBENVILLE	171,100	169,240	126	.190
627	WICHITA FALLS & LAWTON	161,100	158,490	131	.178
678	WICHITA-HUTCHINSON PLUS	431,700	423,580	61	.476
577	WILKES BARRE-SCRANTON	526,500	518,210	47	.582
550	WILMINGTON	189,400	185,790	116	.209
810	YAKIMA	173,100	167,620	128	.188
536	YOUNGSTOWN	280,100	277,170	88	.311
771	YUMA-EL CENTRO	70,000	67,550	179	.076
596	ZANESVILLE	31,800	31,340	200	.035

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ALABAMA					
AUTAUGA	M B	MONTGOMERY	12,500	12,300	98
BALDWIN	M B	MOBILE-PENSACOLA	34,300	33,620	98
BARBOUR	D	COLUMBUS, GA	9,100	8,890	98
BIBB	D	BIRMINGHAM,ANNISTON	6,000	5,740	96
BLOUNT	M D	BIRMINGHAM,ANNISTON	14,900	14,690	99
BULLOCK	D	MONTGOMERY	3,700	3,550	96
BUTLER	D	MONTGOMERY	7,700	7,520	98
CALHOUN	NM C	BIRMINGHAM,ANNISTON	44,500	43,910	99
CHAMBERS	D	COLUMBUS, GA	14,400	14,210	99
CHEROKEE	D	ATLANTA	7,200	7,060	98
CHILTON	D	BIRMINGHAM,ANNISTON	12,800	12,520	98
CHOCTAW	M D	MERIDIAN	5,900	5,680	96
CLARKE	D	MOBILE-PENSACOLA	9,400	9,160	97
CLAY	D	BIRMINGHAM,ANNISTON	4,800	4,680	98
CLEBURNE	D	ATLANTA	5,000	4,870	97
COFFEE	D	DOTHAN	14,600	14,330	98
COLBERT	C	HUNTSVILLE-DECATUR	21,000	20,680	98
CONECUH	D	MONTGOMERY	5,500	5,350	97
COOSA	D	BIRMINGHAM,ANNISTON	4,400	4,280	97
COVINGTON	D	MONTGOMERY	14,400	14,130	98
CRENSHAW	D	MONTGOMERY	5,300	5,200	98
CULLMAN	C	BIRMINGHAM,ANNISTON	25,400	25,110	99
DALE	M C	DOTHAN	16,100	15,830	98
DALLAS	C	MONTGOMERY	18,600	18,110	97
DE KALB	C	HUNTSVILLE-DECATUR	21,100	20,690	98
ELMORE	M B	MONTGOMERY	16,600	16,400	99
ESCAMBIA	D	MOBILE-PENSACOLA	12,800	12,560	98
ETOWAH	C	BIRMINGHAM,ANNISTON	39,300	38,750	99
FAYETTE	D	BIRMINGHAM,ANNISTON	7,100	6,980	98
FRANKLIN	D	HUNTSVILLE-DECATUR	11,200	10,990	98
GENEVA	D	DOTHAN	9,100	8,960	98
GREENE	D	BIRMINGHAM,ANNISTON	3,600	3,390	94
HALE	D	BIRMINGHAM,ANNISTON	5,000	4,770	95
HENRY	D	DOTHAN	5,600	5,520	99
HOUSTON	M C	DOTHAN	31,000	30,590	99
JACKSON	C	CHATTANOOGA	19,800	19,400	98
JEFFERSON	M B	BIRMINGHAM,ANNISTON	263,700	260,110	99
LAMAR	D	COLUMBUS-TUPELO-WEST POINT	6,200	6,050	98
LAUDERDALE	C	HUNTSVILLE-DECATUR	32,100	31,520	98
LAWRENCE	D	HUNTSVILLE-DECATUR	11,100	10,810	97
LEE	C	COLUMBUS, GA	31,900	31,180	98
LIMESTONE	M B	HUNTSVILLE-DECATUR	18,000	17,820	99
LOWNDES	D	MONTGOMERY	4,000	3,870	97
MACON	D	MONTGOMERY	8,600	8,410	98
MADISON	M B	HUNTSVILLE-DECATUR	86,000	85,010	99
MARENGO	M D	MERIDIAN	8,500	8,210	97
MARION	D	BIRMINGHAM,ANNISTON	12,300	12,030	98
MARSHALL	B	HUNTSVILLE-DECATUR	27,900	27,450	98
MOBILE	M B	MOBILE-PENSACOLA	138,200	135,890	98
MONROE	D	MOBILE-PENSACOLA	7,900	7,690	97
MONTGOMERY	M B	MONTGOMERY	80,600	79,360	98
MORGAN	M C	HUNTSVILLE-DECATUR	37,100	36,650	99
PERRY	D	MONTGOMERY	5,000	4,780	96
PICKENS	D	COLUMBUS-TUPELO-WEST POINT	7,200	7,040	98
PIKE	D	MONTGOMERY	10,200	9,940	97
RANDOLPH	D	ATLANTA	7,300	7,150	98
RUSSELL	M B	COLUMBUS, GA	17,900	17,500	98
SAINT CLAIR	M B	BIRMINGHAM,ANNISTON	16,900	16,550	98
SHELBY	M B	BIRMINGHAM,ANNISTON	29,600	29,150	98
SUMTER	M D	MERIDIAN	5,400	5,240	97
TALLADEGA	C	BIRMINGHAM,ANNISTON	26,700	26,180	98
TALLAPOOSA	D	MONTGOMERY	14,800	14,490	98
TUSCALOOSA	C	BIRMINGHAM,ANNISTON	52,900	51,900	98
WALKER	M B	BIRMINGHAM,ANNISTON	26,100	25,630	98
WASHINGTON	D	MOBILE-PENSACOLA	5,800	5,600	97
WILCOX	D	MONTGOMERY	4,600	4,400	96
WINSTON	D	BIRMINGHAM,ANNISTON	8,900	8,740	98
		STATE TOTAL	1,513,100	1,486,770	
ALASKA#					
ANCHORAGE	M B	ANCHORAGE	91,900	88,780	97
FAIRBANKS	C	FAIRBANKS	25,300	24,220	96
KENAI-PENSLA	D	ANCHORAGE	16,000	14,510	91
MATANKA-SUSTN	D	ANCHORAGE	14,800	13,530	91
SE FAIRBANKS	D	FAIRBANKS	2,200	1,950	89
		STATE TOTAL	150,200	142,990	

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARIZONA					
COCHISE	C	TUCSON(NOGALES)	36,200	34,530	95
COCONINO	C	PHOENIX	29,900	27,760	93
GILA	D	PHOENIX	14,800	14,170	96
GRAHAM	D	PHOENIX	7,600	7,250	95
GREENLEE	D	PHOENIX	3,400	3,320	98
LA PAZ	M D	YUMA-EL CENTRO	5,800	5,450	94
MARICOPA	M A	PHOENIX	775,300	758,320	98
MOHAVE	C	PHOENIX	32,500	31,710	98
NAVAJO	C	PHOENIX	22,700	20,370	90
PIMA	M B	TUCSON(NOGALES)	250,700	243,980	97
PINAL	C	PHOENIX	36,200	35,230	97
SANTA CRUZ	D	TUCSON(NOGALES)	8,200	7,890	96
YAVAPAI	C	PHOENIX	39,800	37,190	93
YUMA	M C	YUMA-EL CENTRO	31,100	30,120	97
APACHE-N	C	ALBUQUERQUE-SANTA FE	11,200	9,350	83
APACHE-S	C	PHOENIX	4,200	3,510	84
		STATE TOTAL	1,309,600	1,270,150	
ARKANSAS					
ARKANSAS	D	LITTLE ROCK-PINE BLUFF	8,600	8,410	98
ASHLEY	D	MONROE-EL DORADO	9,400	9,110	97
BAXTER	D	SPRINGFIELD, MO	13,800	13,390	97
BENTON	B	JOPLIN-PITTSBURG	35,500	34,460	97
BOONE	D	SPRINGFIELD, MO	11,500	11,160	97
BRADLEY	D	LITTLE ROCK-PINE BLUFF	5,200	5,090	98
CALHOUN	D	LITTLE ROCK-PINE BLUFF	2,200	2,150	98
CARROLL	D	SPRINGFIELD, MO	7,700	7,450	97
CHICOT	D	GREENWOOD-GREENVILLE	5,700	5,500	96
CLARK	D	LITTLE ROCK-PINE BLUFF	8,100	7,920	98
CLAY	D	JONESBORO	7,800	7,650	98
CLEBURNE	D	LITTLE ROCK-PINE BLUFF	8,100	7,860	97
CLEVELAND	D	LITTLE ROCK-PINE BLUFF	2,900	2,850	98
COLUMBIA	D	SHREVEPORT	9,600	9,330	97
CONWAY	D	LITTLE ROCK-PINE BLUFF	7,100	7,010	99
CRAIGHEAD	M C	JONESBORO	24,000	23,540	98
CRAWFORD	M B	FT. SMITH	15,200	14,820	98
CRITTENDEN	M B	MEMPHIS	16,700	16,320	98
CROSS	D	MEMPHIS	6,800	6,670	98
DALLAS	D	LITTLE ROCK-PINE BLUFF	4,000	3,960	99
DESHA	D	LITTLE ROCK-PINE BLUFF	6,600	6,460	98
DREW	D	LITTLE ROCK-PINE BLUFF	6,500	6,320	97
FAULKNER	M C	LITTLE ROCK-PINE BLUFF	19,400	19,080	98
FRANKLIN	D	FT. SMITH	6,000	5,840	97
FULTON	D	SPRINGFIELD, MO	4,400	4,210	96
GARLAND	C	LITTLE ROCK-PINE BLUFF	32,000	31,220	98
GRANT	D	LITTLE ROCK-PINE BLUFF	5,000	4,840	97
GREENE	M D	JONESBORO	12,300	12,120	99
HEMPSTEAD	D	SHREVEPORT	8,700	8,500	98
HOT SPRING	D	LITTLE ROCK-PINE BLUFF	10,600	10,380	98
HOWARD	D	SHREVEPORT	5,200	5,030	97
INDEPENDENCE	D	LITTLE ROCK-PINE BLUFF	12,000	11,620	97
IZARD	D	SPRINGFIELD, MO	4,500	4,380	97
JACKSON	D	LITTLE ROCK-PINE BLUFF	7,700	7,540	98
JEFFERSON	M C	LITTLE ROCK-PINE BLUFF	30,600	30,030	98
JOHNSON	D	LITTLE ROCK-PINE BLUFF	7,100	6,960	98
LAFAYETTE	D	SHREVEPORT	3,700	3,600	97
LAWRENCE	D	JONESBORO	7,200	6,950	97
LEE	D	MEMPHIS	5,100	4,890	96
LINCOLN	D	LITTLE ROCK-PINE BLUFF	3,600	3,450	96
LITTLE RIVER	M C	SHREVEPORT	5,100	4,960	97
LOGAN	D	FT. SMITH	7,700	7,530	98
LONOKE	M D	LITTLE ROCK-PINE BLUFF	13,500	13,230	98
MADISON	D	FT. SMITH	4,600	4,390	95
MARION	D	SPRINGFIELD, MO	5,100	4,980	98
MILLER	M C	SHREVEPORT	14,200	13,850	98
MISSISSIPPI	C	MEMPHIS	19,500	19,120	98
MONROE	D	LITTLE ROCK-PINE BLUFF	4,500	4,320	96
MONTGOMERY	D	LITTLE ROCK-PINE BLUFF	3,400	3,340	98
NEVADA	D	LITTLE ROCK-PINE BLUFF	3,800	3,720	98
NEWTON	D	SPRINGFIELD, MO	3,000	2,870	96
OUACHITA	D	LITTLE ROCK-PINE BLUFF	12,700	12,390	98
PERRY	D	LITTLE ROCK-PINE BLUFF	2,900	2,860	99
PHILLIPS	D	MEMPHIS	11,100	10,740	97
PIKE	D	LITTLE ROCK-PINE BLUFF	4,200	4,090	97
POINSETT	D	MEMPHIS	9,200	9,010	98
POLK	D	LITTLE ROCK-PINE BLUFF	6,600	6,350	96
POPE	D	LITTLE ROCK-PINE BLUFF	16,500	16,140	98

M Metro county of DMA market
NM Metro county of non-DMA market
ANCHORAGE AND FAIRBANKS DMA COUNTIES ONLY

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARKANSAS (CONT'D)					
PRAIRIE	D	LITTLE ROCK-PINE BLUFF	3,700	3,640	98
PULASKI	M B	LITTLE ROCK-PINE BLUFF	134,900	132,490	98
RANDOLPH	D	JONESBORO	6,500	6,330	97
ST FRANCIS	D	MEMPHIS	9,900	9,650	97
SALINE	M B	LITTLE ROCK-PINE BLUFF	19,900	19,670	99
SCOTT	D	FT. SMITH	4,100	3,980	97
SEARCY	D	LITTLE ROCK-PINE BLUFF	3,600	3,430	95
SEBASTIAN	M B	FT. SMITH	39,700	39,020	98
SEVIER	D	SHREVEPORT	5,600	5,420	97
SHARP	D	JONESBORO	6,500	6,250	96
STONE	D	LITTLE ROCK-PINE BLUFF	3,600	3,360	93
UNION	M C	MONROE-EL DORADO	18,500	18,200	98
VAN BUREN	D	LITTLE ROCK-PINE BLUFF	6,300	6,200	98
WASHINGTON	B	FT. SMITH	40,600	39,390	97
WHITE	C	LITTLE ROCK-PINE BLUFF	19,300	19,010	98
WOODRUFF	D	LITTLE ROCK-PINE BLUFF	3,800	3,680	97
YELL	D	LITTLE ROCK-PINE BLUFF	6,900	6,770	98
		STATE TOTAL	889,100	868,450	
CALIFORNIA					
ALAMEDA	M A	SAN FRANCISCO-OAKLAND	484,200	467,540	97
ALPINE	D	RENO	400	390	98
AMADOR	D	SACRAMENTO-STOCKTON	10,400	10,040	97
BUTTE	M C	CHICO-REDDING	70,800	68,330	97
CALAVERAS	D	SACRAMENTO-STOCKTON	11,400	11,090	97
COLUSA	D	SACRAMENTO-STOCKTON	5,500	5,380	98
CONTRA COSTA	M A	SAN FRANCISCO-OAKLAND	280,700	275,850	98
DEL NORTE	D	EUREKA	7,600	7,320	96
EL DORADO-E	C	RENO	15,700	15,030	96
EL DORADO-W	M C	SACRAMENTO-STOCKTON	27,800	26,690	96
FRESNO	M B	FRESNO-VISALIA	215,400	210,530	98
GLENN	M D	CHICO-REDDING	8,700	8,430	97
HUMBOLDT	M C	EUREKA	46,200	44,060	95
IMPERIAL	M C	YUMA-EL CENTRO	33,100	31,980	97
INYO	D	LOS ANGELES	7,800	7,500	96
KERN-E	B	LOS ANGELES	22,500	21,800	97
KERN-W	B	BAKERSFIELD	158,700	155,030	98
KINGS	C	FRESNO-VISALIA	28,300	27,780	98
LAKE	D	SAN FRANCISCO-OAKLAND	22,300	21,660	97
LASSEN	D	RENO	8,200	7,700	94
LOS ANGELES	M A	LOS ANGELES	3,087,400	3,011,760	98
MADERA	C	FRESNO-VISALIA	26,900	26,010	97
MARIN	M A	SAN FRANCISCO-OAKLAND	94,700	90,570	96
MARIPOSA	D	FRESNO-VISALIA	5,500	5,220	95
MENDOCINO	C	SAN FRANCISCO-OAKLAND	29,800	26,990	91
MERCED	C	FRESNO-VISALIA	57,000	55,640	98
MODOC	D	MEDFORD-KLAMATH FALLS	3,600	3,330	93
MONO	D	RENO	4,000	3,720	93
MONTEREY	M B	MONTEREY-SALINAS	113,000	109,620	97
NAPA	A	SAN FRANCISCO-OAKLAND	41,400	40,190	97
NEVADA	C	SACRAMENTO-STOCKTON	28,600	27,170	95
ORANGE	M A	LOS ANGELES	785,300	771,870	98
PLACER	M B	SACRAMENTO-STOCKTON	57,000	55,740	98
PLUMAS	D	SACRAMENTO-STOCKTON	8,200	7,800	95
RIVERSIDE-E	M A	PALM SPRINGS	96,500	94,100	98
RIVERSIDE-W	A	LOS ANGELES	238,300	231,080	97
SACRAMENTO	M B	SACRAMENTO-STOCKTON	372,800	364,900	98
SAN BENITO	D	MONTEREY-SALINAS	10,800	10,490	97
SAN BERNARDNO	A	LOS ANGELES	413,700	403,610	98
SAN DIEGO	M A	SAN DIEGO	828,400	806,120	97
SAN FRANCISCO	M A	SAN FRANCISCO-OAKLAND	336,500	315,740	94
SAN JOAQUIN	M B	SACRAMENTO-STOCKTON	160,600	156,300	97
SAN LUIS OBPO	B	SANTABARBRA-SANMAR-SANLUOB	74,600	72,180	97
SAN MATEO	M A	SAN FRANCISCO-OAKLAND	244,300	238,630	98
SANTA BARBARA	B	SANTABARBRA-SANMAR-SANLUOB	130,200	125,140	96
SANTA CLARA	A	SAN FRANCISCO-OAKLAND	497,900	485,850	98
SANTA CRUZ	M B	MONTEREY-SALINAS	86,900	82,760	95
SHASTA	M C	CHICO-REDDING	51,700	50,330	97
SIERRA	D	SACRAMENTO-STOCKTON	1,500	1,390	93
SISKIYOU	D	MEDFORD-KLAMATH FALLS	17,500	16,770	96
SOLANO-E	A	SACRAMENTO-STOCKTON	53,700	52,600	98
SOLANO-W	A	SAN FRANCISCO-OAKLAND	45,800	44,900	98
SONOMA	A	SAN FRANCISCO-OAKLAND	141,000	136,670	97
STANISLAUS	B	SACRAMENTO-STOCKTON	112,600	109,740	97
SUTTER	C	SACRAMENTO-STOCKTON	22,100	21,750	98
TEHAMA	M D	CHICO-REDDING	18,200	17,880	98
TRINITY	D	CHICO-REDDING	5,600	5,130	92
TULARE	M B	FRESNO-VISALIA	96,600	94,760	98
TUOLUMNE	D	SACRAMENTO-STOCKTON	16,600	16,310	98
VENTURA	A	LOS ANGELES	209,200	205,080	98
YOLO	M B	SACRAMENTO-STOCKTON	48,300	46,630	97
YUBA	C	SACRAMENTO-STOCKTON	20,300	19,880	98
		STATE TOTAL	0,160,300	9,886,080	
COLORADO					
ADAMS	M A	DENVER	106,100	104,480	98
ALAMOSA	D	DENVER	4,500	4,340	96
ARAPAHOE	M A	DENVER	157,600	155,880	99
ARCHULETA	D	ALBUQUERQUE-SANTA FE	1,900	1,700	89
BACA	D	COLORADO SPRINGS-PUEBLO	1,900	1,840	97
BENT	D	COLORADO SPRINGS-PUEBLO	2,100	2,060	98
BOULDER	M A	DENVER	87,000	82,990	95
CHAFFEE	D	DENVER	5,000	4,890	98
CHEYENNE	D	COLORADO SPRINGS-PUEBLO	1,000	970	97
CLEAR CREEK	D	DENVER	3,000	2,870	96
CONEJOS	D	ALBUQUERQUE-SANTA FE	2,700	2,620	97
COSTILLA	D	COLORADO SPRINGS-PUEBLO	1,300	1,230	95
CROWLEY	D	COLORADO SPRINGS-PUEBLO	1,200	1,180	98
CUSTER	D	COLORADO SPRINGS-PUEBLO	600	570	95
DELTA	D	GRAND JUNCTION-MONTROSE	9,500	9,220	97
DENVER	M A	DENVER	234,200	227,430	97
DOLORES	D	SALT LAKE CITY	600	570	95
DOUGLAS	M A	DENVER	13,300	13,070	98
EAGLE	D	DENVER	7,400	6,860	93
ELBERT	D	DENVER	3,100	3,030	98
EL PASO	M B	COLORADO SPRINGS-PUEBLO	142,600	139,310	98
FREMONT	D	COLORADO SPRINGS-PUEBLO	12,400	12,010	97
GARFIELD	D	DENVER	10,500	10,450	99
GILPIN	M A	DENVER	1,300	1,280	98
GRAND	D	DENVER	3,800	3,490	92
GUNNISON	D	DENVER	4,100	3,950	96
HINSDALE	D	DENVER	200	200	100
HUERFANO	D	COLORADO SPRINGS-PUEBLO	2,800	2,730	98
JACKSON	D	DENVER	700	690	99
JEFFERSON	M A	DENVER	166,800	164,430	99
KIOWA	D	COLORADO SPRINGS-PUEBLO	700	680	97
KIT CARSON	D	DENVER	2,900	2,860	99
LAKE	D	DENVER	2,600	2,460	95
LA PLATA	D	ALBUQUERQUE-SANTA FE	12,200	11,500	94
LARIMER	C	DENVER	71,400	69,370	97
LAS ANIMAS	D	COLORADO SPRINGS-PUEBLO	5,600	5,370	96
LINCOLN	D	COLORADO SPRINGS-PUEBLO	1,800	1,740	97
LOGAN	D	DENVER	7,700	7,540	98
MESA	C	GRAND JUNCTION-MONTROSE	34,400	33,430	97
MINERAL	D	ALBUQUERQUE-SANTA FE	300	270	90
MOFFAT	D	DENVER	5,600	5,470	98
MONTEZUMA	D	ALBUQUERQUE-SANTA FE	7,000	6,720	96
MONTROSE	D	GRAND JUNCTION-MONTROSE	9,600	9,380	98
MORGAN	D	DENVER	8,700	8,570	99
OTERO	D	COLORADO SPRINGS-PUEBLO	8,200	8,070	98
OURAY	D	GRAND JUNCTION-MONTROSE	700	680	97
PARK	D	DENVER	2,800	2,590	93
PHILLIPS	D	DENVER	1,800	1,790	99
PITKIN	D	DENVER	5,100	4,780	94
PROWERS	D	COLORADO SPRINGS-PUEBLO	5,400	5,230	97
PUEBLO	M C	COLORADO SPRINGS-PUEBLO	48,200	47,510	99
RIO BLANCO	D	DENVER	2,300	2,270	99
RIO GRANDE	D	ALBUQUERQUE-SANTA FE	3,700	3,600	97
ROUTT	D	DENVER	5,900	5,590	95
SAGUACHE	D	ALBUQUERQUE-SANTA FE	1,400	1,320	94
SAN JUAN	D	GRAND JUNCTION-MONTROSE	400	390	98
SAN MIGUEL	D	GRAND JUNCTION-MONTROSE	1,400	1,230	88
SEDGWICK	D	DENVER	1,400	1,380	99
SUMMIT	D	DENVER	5,000	4,610	92
TELLER	M B	COLORADO SPRINGS-PUEBLO	4,500	4,380	97
WASHINGTON	D	DENVER	2,000	1,970	99
WELD	C	DENVER	51,400	50,490	98
YUMA	D	DENVER	3,900	3,810	98
		STATE TOTAL	1,315,300	1,283,390	
CONNECTICUT					
FAIRFIELD	B	NEW YORK	298,600	294,960	99
HARTFORD	M B	HARTFORD & NEW HAVEN	315,100	311,220	99
LITCHFIELD	B	HARTFORD & NEW HAVEN	61,700	60,610	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
CONNECTICUT (CONT'D)					
MIDDLESEX	C	HARTFORD & NEW HAVEN	51,900	51,130	99
NEW HAVEN	M B	HARTFORD & NEW HAVEN	285,700	282,210	99
NEW LONDON-E	B	HARTFORD & NEW HAVEN	45,700	44,990	98
NEW LONDON-W	B	HARTFORD & NEW HAVEN	44,500	43,790	98
TOLLAND	B	HARTFORD & NEW HAVEN	41,400	40,900	99
WINDHAM	C	HARTFORD & NEW HAVEN	35,700	35,130	98
		STATE TOTAL	1,180,300	1,164,940	
DELAWARE					
KENT	C	PHILADELPHIA	36,800	36,290	99
NEW CASTLE	A	PHILADELPHIA	149,700	147,540	99
SUSSEX	C	SALISBURY	41,600	40,910	98
		STATE TOTAL	228,100	224,740	
DIST. OF COL.					
DIS OF COL	M A	WASHINGTON, DC	252,600	246,160	97
		STATE TOTAL	252,600	246,160	
FLORIDA					
ALACHUA	M B	GAINESVILLE	69,000	66,500	96
BAKER	B	JACKSONVILLE	5,400	5,310	98
BAY	M C	PANAMA CITY	47,000	46,300	99
BRADFORD	D	JACKSONVILLE	7,800	7,610	98
BREVARD	M B	ORLANDO-DAYTONA BCH-MELBRN	150,100	148,160	99
BROWARD	A	MIAMI-FT. LAUDERDALE	508,100	502,360	99
CALHOUN	D	PANAMA CITY	3,500	3,400	97
CHARLOTTE	C	FT. MYERS-NAPLES	39,600	39,200	99
CITRUS	C	TAMPA-ST. PETE,SARASOTA	37,300	36,550	98
CLAY	M B	JACKSONVILLE	30,600	30,240	99
COLLIER	C	FT. MYERS-NAPLES	53,700	52,610	98
COLUMBIA	D	JACKSONVILLE	15,200	14,930	98
DADE	M A	MIAMI-FT. LAUDERDALE	681,000	666,700	98
DE SOTO	D	TAMPA-ST. PETE,SARASOTA	7,900	7,680	97
DIXIE	M D	GAINESVILLE	3,300	3,130	95
DUVAL	M B	JACKSONVILLE	253,300	249,530	99
ESCAMBIA	M B	MOBILE-PENSACOLA	104,100	102,060	98
FLAGLER	D	ORLANDO-DAYTONA BCH-MELBRN	7,700	7,500	97
FRANKLIN	D	PANAMA CITY	3,100	2,980	96
GADSDEN	M C	TALLAHASSEE-THOMASVILLE	14,000	13,650	98
GILCHRIST	M D	GAINESVILLE	2,600	2,530	97
GLADES	D	FT. MYERS-NAPLES	2,800	2,690	96
GULF	D	PANAMA CITY	3,900	3,820	98
HAMILTON	D	JACKSONVILLE	3,400	3,290	97
HARDEE	D	TAMPA-ST. PETE,SARASOTA	7,300	7,180	98
HENDRY	D	FT. MYERS-NAPLES	7,900	7,780	98
HERNANDO	M C	TAMPA-ST. PETE,SARASOTA	33,500	32,940	98
HIGHLANDS	C	TAMPA-ST. PETE,SARASOTA	26,100	25,580	98
HILLSBORUGH	M A	TAMPA-ST. PETE,SARASOTA	305,800	301,150	98
HOLMES	D	DOTHAN	6,200	6,090	98
INDIAN RIVER	C	WEST PALM BEACH-FT. PIERCE	34,600	33,930	98
JACKSON	D	DOTHAN	14,800	14,460	98
JEFFERSON	D	TALLAHASSEE-THOMASVILLE	3,900	3,820	98
LAFAYETTE	D	TALLAHASSEE-THOMASVILLE	1,500	1,420	95
LAKE	C	ORLANDO-DAYTONA BCH-MELBRN	56,700	55,990	99
LEE	B	FT. MYERS-NAPLES	122,100	120,730	99
LEON	M B	TALLAHASSEE-THOMASVILLE	68,200	66,240	97
LEVY	M D	GAINESVILLE	9,800	9,480	97
LIBERTY	D	PANAMA CITY	1,500	1,450	97
MADISON	D	TALLAHASSEE-THOMASVILLE	5,200	5,060	97
MANATEE	C	TAMPA-ST. PETE,SARASOTA	79,300	78,210	99
MARION	C	ORLANDO-DAYTONA BCH-MELBRN	70,100	68,640	98
MARTIN	M C	WEST PALM BEACH-FT. PIERCE	37,500	36,900	98
MONROE	C	MIAMI-FT. LAUDERDALE	32,700	31,460	96
NASSAU	M B	JACKSONVILLE	15,000	14,750	98
OKALOOSA	C	MOBILE-PENSACOLA	53,800	52,700	98
OKEECHOBEE	D	WEST PALM BEACH-FT. PIERCE	10,200	9,950	98
ORANGE	M B	ORLANDO-DAYTONA BCH-MELBRN	224,800	220,620	98
OSCEOLA	M B	ORLANDO-DAYTONA BCH-MELBRN	34,100	33,720	99
PALM BEACH	M B	WEST PALM BEACH-FT. PIERCE	336,500	331,050	98
PASCO	M A	TAMPA-ST. PETE,SARASOTA	108,400	106,800	99
PINELLAS	M A	TAMPA-ST. PETE,SARASOTA	381,300	376,420	99
POLK	B	TAMPA-ST. PETE,SARASOTA	143,000	140,370	98
PUTNAM	C	JACKSONVILLE	23,600	23,140	98
ST JOHNS	M B	JACKSONVILLE	29,300	28,830	98

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
FLORIDA (CONT'D)					
ST LUCIE	M C	WEST PALM BEACH-FT. PIERCE	48,900	47,940	98
SANTA ROSA	M B	MOBILE-PENSACOLA	24,800	24,330	98
SARASOTA	B	TAMPA-ST. PETE,SARASOTA	118,700	116,690	98
SEMINOLE	M B	ORLANDO-DAYTONA BCH-MELBRN	92,300	91,100	99
SUMTER	D	ORLANDO-DAYTONA BCH-MELBRN	11,600	11,360	98
SUWANNEE	D	JACKSONVILLE	9,700	9,310	96
TAYLOR	D	TALLAHASSEE-THOMASVILLE	6,800	6,600	97
UNION	D	JACKSONVILLE	2,400	2,330	97
VOLUSIA	M B	ORLANDO-DAYTONA BCH-MELBRN	142,500	140,260	98
WAKULLA	M B	TALLAHASSEE-THOMASVILLE	5,000	4,890	98
WALTON	D	PANAMA CITY	10,900	10,640	98
WASHINGTON	D	PANAMA CITY	6,400	6,240	98
		STATE TOTAL	4,819,100	4,737,280	
GEORGIA					
APPLING	D	SAVANNAH	5,700	5,520	97
ATKINSON	D	ALBANY, GA	2,000	1,930	97
BACON	D	SAVANNAH	3,600	3,520	98
BAKER	D	ALBANY, GA	1,200	1,170	98
BALDWIN	D	MACON	12,100	11,910	98
BANKS	D	ATLANTA	3,700	3,530	95
BARROW	M D	ATLANTA	9,400	9,280	99
BARTOW	C	ATLANTA	16,700	16,450	99
BEN HILL	D	ALBANY, GA	6,400	6,220	97
BERRIEN	D	ALBANY, GA	5,200	5,090	98
BIBB	M B	MACON	57,200	56,230	98
BLECKLEY	M D	MACON	3,700	3,660	99
BRANTLEY	D	JACKSONVILLE	3,700	3,590	97
BROOKS	D	TALLAHASSEE-THOMASVILLE	5,200	5,140	99
BRYAN	B	SAVANNAH	4,500	4,420	98
BULLOCH	D	SAVANNAH	12,400	12,140	98
BURKE	D	AUGUSTA	6,600	6,420	97
BUTTS	M A	ATLANTA	4,700	4,540	97
CALHOUN	D	ALBANY, GA	1,500	1,450	97
CAMDEN	D	JACKSONVILLE	5,700	5,650	99
CANDLER	D	SAVANNAH	2,700	2,640	98
CARROLL	C	ATLANTA	22,700	22,460	99
CATOOSA	M B	CHATTANOOGA	14,400	14,240	99
CHARLTON	D	JACKSONVILLE	2,700	2,640	98
CHATHAM	M B	SAVANNAH	79,500	78,130	98
CHATTAHOOCHEE	M B	COLUMBUS, GA	3,100	3,090	100
CHATTOOGA	D	ATLANTA	7,800	7,680	98
CHEROKEE	M A	ATLANTA	24,800	24,480	99
CLARKE	C	ATLANTA	29,600	28,590	97
CLAY	D	COLUMBUS, GA	1,200	1,170	98
CLAYTON	M A	ATLANTA	62,300	61,810	99
CLINCH	D	JACKSONVILLE	2,300	2,250	98
COBB	M A	ATLANTA	152,300	150,500	99
COFFEE	D	ALBANY, GA	10,200	9,980	98
COLQUITT	M D	ALBANY, GA	13,200	13,000	98
COLUMBIA	M B	AUGUSTA	20,000	19,760	99
COOK	D	ALBANY, GA	5,000	4,930	99
COWETA	M D	ATLANTA	16,600	16,300	98
CRAWFORD	M D	MACON	2,500	2,430	97
CRISP	D	ALBANY, GA	7,300	7,180	98
DADE	M B	CHATTANOOGA	4,200	4,140	99
DAWSON	D	ATLANTA	2,400	2,350	98
DECATUR	D	TALLAHASSEE-THOMASVILLE	9,200	9,070	99
DE KALB	M A	ATLANTA	201,400	199,040	99
DODGE	D	MACON	6,000	5,910	99
DOOLY	D	COLUMBUS, GA	3,700	3,610	98
DOUGHERTY	M C	ALBANY, GA	35,100	34,530	98
DOUGLAS	M A	ATLANTA	23,600	23,310	99
EARLY	D	DOTHAN	4,700	4,610	98
ECHOLS	D	TALLAHASSEE-THOMASVILLE	800	780	98
EFFINGHAM	M B	SAVANNAH	7,900	7,740	98
ELBERT	D	GREENVILLE-SPART-ASHEVILLE	7,000	6,880	98
EMANUEL	D	AUGUSTA	7,500	7,360	98
EVANS	D	SAVANNAH	3,000	2,950	98
FANNIN	D	CHATTANOOGA	6,200	6,060	98
FAYETTE	M A	ATLANTA	16,600	16,310	98
FLOYD	C	ATLANTA	30,000	29,520	98
FORSYTH	M A	ATLANTA	13,600	13,430	99
FRANKLIN	D	GREENVILLE-SPART-ASHEVILLE	6,200	6,120	99
FULTON	M A	ATLANTA	250,300	245,820	98
GILMER	D	ATLANTA	4,400	4,290	98
GLASCOCK	D	AUGUSTA	800	770	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
GEORGIA (CONT'D)					
GLYNN	C	JACKSONVILLE	23,100	22,440	97
GORDON	D	ATLANTA	12,300	12,160	99
GRADY	D	TALLAHASSEE-THOMASVILLE	7,700	7,550	98
GREENE	D	ATLANTA	4,100	3,990	97
GWINNETT	M A	ATLANTA	96,400	95,220	99
HABERSHAM	D	ATLANTA	9,700	9,370	97
HALL	C	ATLANTA	31,900	31,360	98
HANCOCK	D	AUGUSTA	3,000	2,830	94
HARALSON	D	ATLANTA	7,500	7,410	99
HARRIS	D	COLUMBUS, GA	6,600	6,440	98
HART	D	GREENVILLE-SPART-ASHEVILLE	6,900	6,850	99
HEARD	D	ATLANTA	2,400	2,270	95
HENRY	M A	ATLANTA	16,600	16,290	98
HOUSTON	M B	MACON	29,900	29,560	99
IRWIN	D	ALBANY, GA	3,400	3,330	98
JACKSON	C	ATLANTA	10,100	9,920	98
JASPER	D	ATLANTA	3,000	2,930	98
JEFF DAVIS	D	SAVANNAH	4,400	4,300	98
JEFFERSON	D	AUGUSTA	6,700	6,510	97
JENKINS	D	AUGUSTA	2,900	2,840	98
JOHNSON	D	AUGUSTA	3,200	3,130	98
JONES	M B	MACON	6,900	6,740	98
LAMAR	D	ATLANTA	4,600	4,470	97
LANIER	D	ALBANY, GA	2,100	2,050	98
LAURENS	D	MACON	13,900	13,530	97
LEE	M C	ALBANY, GA	5,000	4,900	98
LIBERTY	D	SAVANNAH	12,700	12,420	98
LINCOLN	D	AUGUSTA	2,200	2,160	98
LONG	D	SAVANNAH	1,800	1,700	94
LOWNDES	C	TALLAHASSEE-THOMASVILLE	25,800	25,350	98
LUMPKIN	D	ATLANTA	4,100	4,000	98
MC DUFFIE	M D	AUGUSTA	7,400	7,260	98
MC INTOSH	D	SAVANNAH	3,000	2,940	98
MACON	D	COLUMBUS, GA	5,100	4,970	97
MADISON	C	GREENVILLE-SPART-ASHEVILLE	7,500	7,410	99
MARION	D	COLUMBUS, GA	1,800	1,750	97
MERIWETHER	D	ATLANTA	7,200	7,070	98
MILLER	D	ALBANY, GA	2,500	2,510	97
MITCHELL	D	ALBANY, GA	6,900	6,760	98
MONROE	D	ATLANTA	5,700	5,600	98
MONTGOMERY	D	SAVANNAH	2,300	2,230	97
MORGAN	D	ATLANTA	4,100	3,970	97
MURRAY	D	CHATTANOOGA	8,300	8,140	98
MUSCOGEE	M B	COLUMBUS, GA	64,900	64,150	99
NEWTON	M A	ATLANTA	13,900	13,650	98
OCONEE	C	ATLANTA	5,600	5,490	98
OGLETHORPE	D	ATLANTA	3,500	3,400	97
PAULDING	M A	ATLANTA	11,600	11,400	98
PEACH	M D	MACON	7,400	7,290	99
PICKENS	D	ATLANTA	5,000	4,940	99
PIERCE	D	SAVANNAH	4,500	4,400	98
PIKE	D	ATLANTA	3,400	3,330	98
POLK	D	ATLANTA	12,200	12,020	99
PULASKI	D	MACON	3,200	3,150	98
PUTNAM	D	ATLANTA	4,400	4,310	98
QUITMAN	D	COLUMBUS, GA	800	760	95
RABUN	D	ATLANTA	4,300	4,180	97
RANDOLPH	D	COLUMBUS, GA	3,300	3,240	98
RICHMOND	M B	AUGUSTA	67,700	66,560	98
ROCKDALE	M A	ATLANTA	16,400	15,960	97
SCHLEY	D	COLUMBUS, GA	1,100	1,070	97
SCREVEN	D	AUGUSTA	5,600	5,480	98
SEMINOLE	D	DOTHAN	3,300	3,240	98
SPALDING	M C	ATLANTA	18,400	18,170	99
STEPHENS	D	GREENVILLE-SPART-ASHEVILLE	8,300	8,220	99
STEWART	D	COLUMBUS, GA	1,900	1,840	97
SUMTER	D	COLUMBUS, GA	10,300	10,110	98
TALBOT	D	COLUMBUS, GA	2,200	2,150	98
TALIAFERRO	D	AUGUSTA	800	760	95
TATTNALL	D	SAVANNAH	6,300	6,180	98
TAYLOR	D	COLUMBUS, GA	2,700	2,620	97
TELFAIR	D	MACON	4,000	3,880	97
TERRELL	D	COLUMBUS, GA	4,000	3,930	98
THOMAS	M D	TALLAHASSEE-THOMASVILLE	13,300	13,030	98
TIFT	M D	ALBANY, GA	12,000	11,760	98
TOOMBS	D	SAVANNAH	9,100	8,840	97
TOWNS	D	ATLANTA	2,600	2,560	98
TREUTLEN	D	SAVANNAH	2,100	2,040	97
TROUP	C	ATLANTA	20,000	19,410	97
TURNER	D	ALBANY, GA	3,200	3,150	98
TWIGGS	M B	MACON	3,600	3,520	98
UNION	D	ATLANTA	4,200	4,140	99
UPSON	D	ATLANTA	9,600	9,470	99
WALKER	M B	CHATTANOOGA	20,300	19,960	98
WALTON	M A	ATLANTA	11,900	11,660	98
WARE	D	JACKSONVILLE	13,300	13,010	98
WARREN	D	AUGUSTA	1,900	1,850	97
WASHINGTON	D	AUGUSTA	6,600	6,460	98
WAYNE	D	SAVANNAH	7,300	7,160	98
WEBSTER	D	COLUMBUS, GA	800	780	98
WHEELER	D	MACON	2,000	1,930	97
WHITE	D	ATLANTA	4,400	4,230	96
WHITFIELD	C	CHATTANOOGA	25,400	25,050	99
WILCOX	D	ALBANY, GA	2,600	2,570	99
WILKES	D	AUGUSTA	4,000	3,810	95
WILKINSON	M D	MACON	3,700	3,610	98
WORTH	M D	ALBANY, GA	6,400	6,240	98
		STATE TOTAL	2,220,100	2,182,460	
HAWAII					
HAWAII	C	HONOLULU	36,700	35,060	96
HONOLULU	M B	HONOLULU	261,900	255,460	98
KAUAI	D	HONOLULU	14,800	14,060	95
MAUI	C	HONOLULU	29,900	28,800	96
		STATE TOTAL	343,300	333,380	
IDAHO					
ADA	M B	BOISE	76,300	74,690	98
ADAMS	D	BOISE	1,200	1,040	87
BANNOCK	M C	IDAHO FALLS-POCATELLO	24,300	23,830	98
BEAR LAKE	D	SALT LAKE CITY	2,500	2,450	98
BENEWAH	D	SPOKANE	3,100	2,960	95
BINGHAM	M D	IDAHO FALLS-POCATELLO	11,700	11,440	98
BLAINE	D	BOISE	5,500	5,320	97
BOISE	D	BOISE	1,500	1,450	97
BONNER	D	SPOKANE	10,600	10,000	94
BONNEVILLE	M C	IDAHO FALLS-POCATELLO	23,200	22,610	97
BOUNDARY	D	SPOKANE	2,600	2,370	91
BUTTE	D	IDAHO FALLS-POCATELLO	1,000	990	99
CAMAS	D	BOISE	300	300	100
CANYON	M C	BOISE	30,500	29,450	97
CARIBOU	D	SALT LAKE CITY	3,100	3,030	98
CASSIA	D	IDAHO FALLS-POCATELLO	6,400	6,200	97
CLARK	D	IDAHO FALLS-POCATELLO	300	290	97
CLEARWATER	D	SPOKANE	3,500	3,220	92
CUSTER	D	IDAHO FALLS-POCATELLO	2,100	1,960	93
ELMORE	D	BOISE	6,900	6,790	98
FRANKLIN	D	SALT LAKE CITY	2,700	2,660	99
FREMONT	D	IDAHO FALLS-POCATELLO	3,600	3,530	98
GEM	D	BOISE	4,300	4,080	95
GOODING	D	BOISE	4,500	4,380	97
IDAHO	D	SPOKANE	5,300	5,020	95
JEFFERSON	D	IDAHO FALLS-POCATELLO	5,000	4,880	98
JEROME	D	TWIN FALLS	5,500	5,390	98
KOOTENAI	C	SPOKANE	26,000	25,320	97
LATAH	D	SPOKANE	10,800	10,240	95
LEMHI	D	IDAHO FALLS-POCATELLO	2,700	2,560	95
LEWIS	D	SPOKANE	1,400	1,370	98
LINCOLN	D	TWIN FALLS	1,200	1,140	95
MADISON	D	IDAHO FALLS-POCATELLO	5,600	5,490	98
MINIDOKA	D	IDAHO FALLS-POCATELLO	6,700	6,500	97
NEZ PERCE	D	SPOKANE	12,700	12,370	97
ONEIDA	D	SALT LAKE CITY	1,100	1,080	98
OWYHEE	D	BOISE	2,800	2,680	96
PAYETTE	D	BOISE	6,000	5,800	97
POWER	D	IDAHO FALLS-POCATELLO	2,600	2,520	97
SHOSHONE	D	SPOKANE	6,100	5,960	98
TETON	D	IDAHO FALLS-POCATELLO	900	890	99
TWIN FALLS	C	TWIN FALLS	19,600	18,960	97
VALLEY	D	BOISE	2,300	2,210	96
WASHINGTON	D	BOISE	3,100	2,870	93
		STATE TOTAL	359,100	348,290	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE			DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ILLINOIS						
ADAMS	M	C	QUINCY-HANNIBAL-KEOKUK	27,100	26,780	99
ALEXANDER		D	PADUCAH-C.GIRARDEAU-HARRBG	4,800	4,700	98
BOND		D	ST. LOUIS	6,200	6,120	99
BOONE	M	B	ROCKFORD	10,900	10,730	98
BROWN		D	QUINCY-HANNIBAL-KEOKUK	2,100	2,080	99
BUREAU		D	DAVENPORT-R.ISLAND-MOLINE	14,600	14,450	99
CALHOUN		D	ST. LOUIS	2,100	2,030	97
CARROLL		D	DAVENPORT-R.ISLAND-MOLINE	6,900	6,810	99
CASS		D	QUINCY-HANNIBAL-KEOKUK	5,400	5,340	99
CHAMPAIGN	M	B	CHAMPAIGN&SPRNGFLD-DECATUR	61,900	60,110	97
CHRISTIAN		D	CHAMPAIGN&SPRNGFLD-DECATUR	14,300	14,160	99
CLARK		D	TERRE HAUTE	6,700	6,610	99
CLAY		D	TERRE HAUTE	6,100	5,960	98
CLINTON	M	A	ST. LOUIS	11,900	11,840	99
COLES		C	CHAMPAIGN&SPRNGFLD-DECATUR	19,700	19,440	99
COOK	M	A	CHICAGO	1,941,000	1,904,120	98
CRAWFORD		D	TERRE HAUTE	8,300	8,220	99
CUMBERLAND		D	TERRE HAUTE	4,500	4,340	96
DE KALB		C	CHICAGO	25,500	25,120	99
DE WITT		D	CHAMPAIGN&SPRNGFLD-DECATUR	7,400	7,300	99
DOUGLAS		D	CHAMPAIGN&SPRNGFLD-DECATUR	7,600	7,500	99
DU PAGE	M	A	CHICAGO	269,500	266,810	99
EDGAR		D	TERRE HAUTE	8,400	8,230	98
EDWARDS		D	EVANSVILLE	3,700	3,680	99
EFFINGHAM		D	TERRE HAUTE	12,300	12,180	99
FAYETTE		D	ST. LOUIS	8,400	8,140	97
FORD		D	CHAMPAIGN&SPRNGFLD-DECATUR	5,800	5,740	99
FRANKLIN		C	PADUCAH-C.GIRARDEAU-HARRBG	18,000	17,760	99
FULTON		C	PEORIA-BLOOMINGTON	15,700	15,510	99
GALLATIN		D	EVANSVILLE	3,000	2,940	98
GREENE		D	ST. LOUIS	6,200	6,090	98
GRUNDY		D	CHICAGO	12,300	12,180	99
HAMILTON		D	PADUCAH-C.GIRARDEAU-HARRBG	3,900	3,820	98
HANCOCK	M	D	QUINCY-HANNIBAL-KEOKUK	9,400	9,290	99
HARDIN		D	PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,080	99
HENDERSON		D	DAVENPORT-R.ISLAND-MOLINE	3,500	3,500	100
HENRY	M	B	DAVENPORT-R.ISLAND-MOLINE	20,700	20,590	99
IROQUOIS		D	CHICAGO	12,500	12,350	99
JACKSON		C	PADUCAH-C.GIRARDEAU-HARRBG	24,100	23,560	98
JASPER		D	TERRE HAUTE	4,300	4,260	99
JEFFERSON		D	PADUCAH-C.GIRARDEAU-HARRBG	16,100	15,850	98
JERSEY		D	ST. LOUIS	7,300	7,240	99
JO DAVIESS		D	DAVENPORT-R.ISLAND-MOLINE	9,100	8,960	98
JOHNSON		D	PADUCAH-C.GIRARDEAU-HARRBG	4,200	4,110	98
KANE	M	A	CHICAGO	111,100	109,470	99
KANKAKEE		C	CHICAGO	37,000	36,420	98
KENDALL		D	CHICAGO	14,100	14,060	100
KNOX		C	DAVENPORT-R.ISLAND-MOLINE	22,800	22,480	99
LAKE	M	A	CHICAGO	160,400	158,780	99
LA SALLE		C	CHICAGO	43,100	42,610	99
LAWRENCE		D	TERRE HAUTE	6,800	6,640	98
LEE		D	ROCKFORD	12,800	12,610	99
LIVINGSTON		C	CHICAGO	15,000	14,590	97
LOGAN		D	CHAMPAIGN&SPRNGFLD-DECATUR	11,100	11,000	99
MCDONOUGH		D	QUINCY-HANNIBAL-KEOKUK	12,700	12,490	98
MCHENRY	M	A	CHICAGO	58,400	57,830	99
MCLEAN	M	C	PEORIA-BLOOMINGTON	46,200	45,520	99
MACON	M	C	CHAMPAIGN&SPRNGFLD-DECATUR	49,100	48,500	99
MACOUPIN		C	ST. LOUIS	19,900	19,800	99
MADISON	M	A	ST. LOUIS	94,400	92,680	98
MARION		C	ST. LOUIS	17,800	17,470	98
MARSHALL		D	PEORIA-BLOOMINGTON	5,200	5,100	98
MASON		D	PEORIA-BLOOMINGTON	7,100	7,030	99
MASSAC		D	PADUCAH-C.GIRARDEAU-HARRBG	6,300	6,210	99
MENARD	M	B	CHAMPAIGN&SPRNGFLD-DECATUR	4,800	4,770	99
MERCER		D	DAVENPORT-R.ISLAND-MOLINE	7,300	7,230	99
MONROE	M	A	ST. LOUIS	7,700	7,630	99
MONTGOMERY		D	ST. LOUIS	12,400	12,260	99
MORGAN		D	CHAMPAIGN&SPRNGFLD-DECATUR	14,500	14,190	98
MOULTRIE		D	CHAMPAIGN&SPRNGFLD-DECATUR	5,400	5,300	98
OGLE		C	ROCKFORD	17,500	17,310	99
PEORIA	M	B	PEORIA-BLOOMINGTON	75,000	73,790	98
PERRY		D	ST. LOUIS	9,100	8,950	98
PIATT		D	CHAMPAIGN&SPRNGFLD-DECATUR	6,500	6,440	99
PIKE		D	QUINCY-HANNIBAL-KEOKUK	7,400	7,250	98
POPE		D	PADUCAH-C.GIRARDEAU-HARRBG	1,800	1,770	98
PULASKI		D	PADUCAH-C.GIRARDEAU-HARRBG	3,500	3,440	98
PUTNAM		D	PEORIA-BLOOMINGTON	2,300	2,270	99
RANDOLPH		D	ST. LOUIS	12,800	12,670	99
RICHLAND		D	TERRE HAUTE	7,100	6,950	98
ILLINOIS (CONT'D)						
ROCK ISLAND	M	B	DAVENPORT-R.ISLAND-MOLINE	63,100	62,420	99
ST CLAIR	M	A	ST. LOUIS	95,500	93,910	98
SALINE		D	PADUCAH-C.GIRARDEAU-HARRBG	12,200	12,010	98
SANGAMON	M	B	CHAMPAIGN&SPRNGFLD-DECATUR	75,000	73,780	98
SCHUYLER		D	QUINCY-HANNIBAL-KEOKUK	3,100	3,050	98
SCOTT		D	QUINCY-HANNIBAL-KEOKUK	2,300	2,290	100
SHELBY		D	CHAMPAIGN&SPRNGFLD-DECATUR	9,300	9,190	99
STARK		D	PEORIA-BLOOMINGTON	2,800	2,770	99
STEPHENSON		C	ROCKFORD	19,400	19,210	99
TAZEWELL	M	B	PEORIA-BLOOMINGTON	48,500	47,680	98
UNION		D	PADUCAH-C.GIRARDEAU-HARRBG	7,700	7,470	97
VERMILION	M	C	CHAMPAIGN&SPRNGFLD-DECATUR	35,900	35,370	99
WABASH		D	EVANSVILLE	5,500	5,400	98
WARREN		D	DAVENPORT-R.ISLAND-MOLINE	8,100	7,970	98
WASHINGTON		D	ST. LOUIS	6,000	5,870	98
WAYNE		D	EVANSVILLE	7,600	7,370	97
WHITE		D	EVANSVILLE	7,500	7,400	99
WHITESIDE		C	DAVENPORT-R.ISLAND-MOLINE	24,200	23,980	99
WILL	M	A	CHICAGO	114,200	112,840	99
WILLIAMSON		C	PADUCAH-C.GIRARDEAU-HARRBG	25,200	24,760	98
WINNEBAGO	M	B	ROCKFORD	95,300	93,990	99
WOODFORD	M	B	PEORIA-BLOOMINGTON	12,100	11,730	97
			STATE TOTAL	4,302,300	4,232,600	
INDIANA						
ADAMS	M	B	FT. WAYNE	10,400	10,180	98
ALLEN	M	B	FT. WAYNE	107,800	106,420	99
BARTHOLOMEW		C	INDIANAPOLIS,LAFAYETTE	24,400	24,100	99
BENTON		D	INDIANAPOLIS,LAFAYETTE	3,600	3,550	99
BLACKFORD		D	INDIANAPOLIS,LAFAYETTE	5,600	5,500	98
BOONE	M	B	INDIANAPOLIS,LAFAYETTE	14,000	13,810	99
BROWN		D	INDIANAPOLIS,LAFAYETTE	5,100	4,980	98
CARROLL		D	INDIANAPOLIS,LAFAYETTE	7,100	6,810	96
CASS		C	INDIANAPOLIS,LAFAYETTE	14,800	14,660	99
CLARK	M	B	LOUISVILLE	33,000	32,480	98
CLAY	M	B	TERRE HAUTE	9,400	9,260	99
CLINTON		D	INDIANAPOLIS,LAFAYETTE	11,300	10,990	97
CRAWFORD		D	LOUISVILLE	3,600	3,460	96
DAVIESS		D	TERRE HAUTE	10,500	10,180	97
DEARBORN	M	A	CINCINNATI	13,100	12,830	98
DECATUR		D	INDIANAPOLIS,LAFAYETTE	8,300	8,130	98
DE KALB	M	B	FT. WAYNE	11,800	11,680	99
DELAWARE		C	INDIANAPOLIS,LAFAYETTE	44,000	43,410	99
DUBOIS		D	EVANSVILLE	12,900	12,750	99
ELKHART	M	C	SOUTH BEND-ELKHART	53,700	52,190	97
FAYETTE		D	CINCINNATI	9,800	9,530	97
FLOYD	M	B	LOUISVILLE	22,700	22,430	99
FOUNTAIN		D	INDIANAPOLIS,LAFAYETTE	6,700	6,590	98
FRANKLIN		D	CINCINNATI	6,500	6,380	98
FULTON		D	SOUTH BEND-ELKHART	7,400	7,320	99
GIBSON	M	B	EVANSVILLE	13,000	12,800	98
GRANT		C	INDIANAPOLIS,LAFAYETTE	27,600	26,900	97
GREENE		D	TERRE HAUTE	12,100	11,780	97
HAMILTON	M	B	INDIANAPOLIS,LAFAYETTE	33,800	33,470	99
HANCOCK	M	B	INDIANAPOLIS,LAFAYETTE	16,200	15,860	98
HARRISON	M	D	LOUISVILLE	10,200	10,010	98
HENDRICKS	M	B	INDIANAPOLIS,LAFAYETTE	25,300	24,970	99
HENRY		C	INDIANAPOLIS,LAFAYETTE	18,600	18,380	99
HOWARD		C	INDIANAPOLIS,LAFAYETTE	32,400	32,070	99
HUNTINGTON	M	D	FT. WAYNE	13,600	13,520	99
JACKSON		D	LOUISVILLE	13,700	13,360	98
JASPER		D	CHICAGO	9,100	8,910	98
JAY		D	FT. WAYNE	8,200	8,020	98
JEFFERSON		D	LOUISVILLE	10,400	10,220	98
JENNINGS		D	LOUISVILLE	7,700	7,640	99
JOHNSON	M	B	INDIANAPOLIS,LAFAYETTE	29,200	28,760	98
KNOX		C	TERRE HAUTE	16,000	15,660	98
KOSCIUSKO		C	SOUTH BEND-ELKHART	23,800	23,280	98
LAGRANGE		D	SOUTH BEND-ELKHART	9,000	8,460	94
LAKE	M	A	CHICAGO	175,000	172,590	99
LA PORTE		C	CHICAGO	37,400	37,090	99
LAWRENCE		C	INDIANAPOLIS,LAFAYETTE	16,400	16,160	99
MADISON		B	INDIANAPOLIS,LAFAYETTE	48,700	48,230	99
MARION	M	B	INDIANAPOLIS,LAFAYETTE	303,100	298,860	99
MARSHALL		B	SOUTH BEND-ELKHART	15,400	15,090	98
MARTIN		D	TERRE HAUTE	3,900	3,720	95
MIAMI		D	INDIANAPOLIS,LAFAYETTE	13,700	13,450	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
INDIANA (CONT'D)					
MONROE	C	INDIANAPOLIS,LAFAYETTE	36,400	35,230	97
MONTGOMERY	D	INDIANAPOLIS,LAFAYETTE	13,300	13,190	99
MORGAN	M B	INDIANAPOLIS,LAFAYETTE	19,300	18,930	98
NEWTON	D	CHICAGO	5,200	5,080	98
NOBLE	D	FT. WAYNE	13,700	13,550	99
OHIO	D	CINCINNATI	2,000	1,970	99
ORANGE	D	LOUISVILLE	7,000	6,920	99
OWEN	D	INDIANAPOLIS,LAFAYETTE	6,500	6,360	98
PARKE	D	TERRE HAUTE	5,800	5,700	98
PERRY	D	EVANSVILLE	6,600	6,510	99
PIKE	D	EVANSVILLE	5,200	5,080	98
PORTER	M A	CHICAGO	43,200	42,810	99
POSEY	M B	EVANSVILLE	9,500	9,390	99
PULASKI	D	SOUTH BEND-ELKHART	5,100	5,060	99
PUTNAM	D	INDIANAPOLIS,LAFAYETTE	9,900	9,780	99
RANDOLPH	D	INDIANAPOLIS,LAFAYETTE	10,800	10,640	99
RIPLEY	D	CINCINNATI	8,600	8,430	98
RUSH	D	INDIANAPOLIS,LAFAYETTE	6,500	6,410	99
ST JOSEPH	M B	SOUTH BEND-ELKHART	89,600	88,600	99
SCOTT	D	LOUISVILLE	7,300	7,150	98
SHELBY	M B	INDIANAPOLIS,LAFAYETTE	14,200	14,000	99
SPENCER	D	EVANSVILLE	6,800	6,680	98
STARKE	D	SOUTH BEND-ELKHART	7,800	7,690	99
STEUBEN	D	FT. WAYNE	10,200	10,070	99
SULLIVAN	M B	TERRE HAUTE	8,100	8,020	99
SWITZERLAND	D	CINCINNATI	2,800	2,750	98
TIPPECANOE	C	INDIANAPOLIS,LAFAYETTE	43,100	42,020	97
TIPTON	C	INDIANAPOLIS,LAFAYETTE	6,200	6,150	99
UNION	D	CINCINNATI	2,400	2,330	97
VANDERBURGH	M B	EVANSVILLE	66,400	65,810	99
VERMILLION	M B	TERRE HAUTE	7,200	7,070	98
VIGO	M B	TERRE HAUTE	39,700	39,180	99
WABASH	D	FT. WAYNE	12,300	12,030	98
WARREN	D	INDIANAPOLIS,LAFAYETTE	2,900	2,870	99
WARRICK	M B	EVANSVILLE	16,600	16,410	99
WASHINGTON	D	LOUISVILLE	8,200	8,070	98
WAYNE	C	DAYTON	27,000	26,520	98
WELLS	M B	FT. WAYNE	9,100	8,890	98
WHITE	D	INDIANAPOLIS,LAFAYETTE	9,200	9,110	99
WHITLEY	M D	FT. WAYNE	9,400	9,330	99
		STATE TOTAL	2,022,100	1,990,670	
IOWA					
ADAIR	D	DES MOINES-AMES	3,700	3,680	99
ADAMS	D	OMAHA	2,100	2,080	99
ALLAMAKEE	D	CEDAR RAPIDS-WATERLOO&DUBQ	5,400	5,330	99
APPANOOSE	D	DES MOINES-AMES	6,100	5,980	98
AUDUBON	D	DES MOINES-AMES	3,100	3,050	98
BENTON	M D	CEDAR RAPIDS-WATERLOO&DUBQ	9,000	8,910	99
BLACK HAWK	M C	CEDAR RAPIDS-WATERLOO&DUBQ	48,000	47,470	99
BOONE	D	DES MOINES-AMES	10,000	9,960	100
BREMER	D	CEDAR RAPIDS-WATERLOO&DUBQ	8,900	8,840	99
BUCHANAN	M D	CEDAR RAPIDS-WATERLOO&DUBQ	8,100	8,010	99
BUENA VISTA	D	SIOUX CITY	7,900	7,820	99
BUTLER	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,400	6,300	98
CALHOUN	D	DES MOINES-AMES	4,800	4,790	100
CARROLL	D	DES MOINES-AMES	8,300	8,240	99
CASS	D	OMAHA	6,800	6,690	98
CEDAR	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,400	7,340	99
CERRO GORDO	C	MASON CITY-AUSTIN-ROCHESTR	20,000	19,860	99
CHEROKEE	D	SIOUX CITY	6,000	5,970	100
CHICKASAW	D	CEDAR RAPIDS-WATERLOO&DUBQ	5,400	5,330	99
CLARKE	D	DES MOINES-AMES	3,400	3,330	98
CLAY	D	SIOUX CITY	7,800	7,750	99
CLAYTON	D	CEDAR RAPIDS-WATERLOO&DUBQ	8,200	8,070	98
CLINTON	C	DAVENPORT-R.ISLAND-MOLINE	20,900	20,720	99
CRAWFORD	D	OMAHA	6,800	6,750	99
DALLAS	M D	DES MOINES-AMES	12,100	11,970	99
DAVIS	D	OTTUMWA-KIRKSVILLE	3,300	3,200	97
DECATUR	D	DES MOINES-AMES	3,400	3,320	98
DELAWARE	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,800	6,700	99
DES MOINES	C	DAVENPORT-R.ISLAND-MOLINE	18,100	17,860	99
DICKINSON	D	SIOUX CITY	6,400	6,360	99
DUBUQUE	M C	CEDAR RAPIDS-WATERLOO&DUBQ	31,200	30,840	99
EMMET	D	MANKATO	5,000	4,930	99
FAYETTE	D	CEDAR RAPIDS-WATERLOO&DUBQ	9,300	9,190	99
FLOYD	D	MASON CITY-AUSTIN-ROCHESTR	7,200	7,140	99
FRANKLIN	D	DES MOINES-AMES	5,200	5,150	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
IOWA (CONT'D)					
FREMONT	D	OMAHA	3,700	3,650	99
GREENE	D	DES MOINES-AMES	4,600	4,550	99
GRUNDY	D	CEDAR RAPIDS-WATERLOO&DUBQ	5,400	5,250	97
GUTHRIE	D	DES MOINES-AMES	4,600	4,480	97
HAMILTON	D	DES MOINES-AMES	6,800	6,740	99
HANCOCK	D	MASON CITY-AUSTIN-ROCHESTR	5,600	5,550	99
HARDIN	D	DES MOINES-AMES	8,200	8,080	99
HARRISON	D	OMAHA	6,000	5,950	99
HENRY	D	DAVENPORT-R.ISLAND-MOLINE	7,100	6,960	98
HOWARD	D	MASON CITY-AUSTIN-ROCHESTR	4,100	4,040	99
HUMBOLDT	D	DES MOINES-AMES	5,000	4,960	99
IDA	D	SIOUX CITY	3,500	3,470	99
IOWA	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,000	5,940	99
JACKSON	D	DAVENPORT-R.ISLAND-MOLINE	8,400	8,320	99
JASPER	D	DES MOINES-AMES	14,100	13,980	99
JEFFERSON	D	OTTUMWA-KIRKSVILLE	6,400	6,070	95
JOHNSON	C	CEDAR RAPIDS-WATERLOO&DUBQ	33,700	32,440	96
JONES	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,200	7,140	99
KEOKUK	D	CEDAR RAPIDS-WATERLOO&DUBQ	4,900	4,810	98
KOSSUTH	D	MASON CITY-AUSTIN-ROCHESTR	8,000	7,840	98
LEE	M C	QUINCY-HANNIBAL-KEOKUK	16,600	16,380	99
LINN	M B	CEDAR RAPIDS-WATERLOO&DUBQ	67,200	66,350	99
LOUISA	D	DAVENPORT-R.ISLAND-MOLINE	4,500	4,410	98
LUCAS	D	DES MOINES-AMES	4,300	4,250	99
LYON	D	SIOUX FALLS(MITCHELL)	4,500	4,150	92
MADISON	D	DES MOINES-AMES	4,500	4,450	99
MAHASKA	D	DES MOINES-AMES	9,100	8,910	98
MARION	D	DES MOINES-AMES	11,100	10,900	98
MARSHALL	C	DES MOINES-AMES	16,000	15,800	99
MILLS	D	OMAHA	4,700	4,670	99
MITCHELL	D	MASON CITY-AUSTIN-ROCHESTR	4,500	4,450	99
MONONA	D	SIOUX CITY	4,500	4,460	99
MONROE	D	DES MOINES-AMES	3,500	3,410	97
MONTGOMERY	D	OMAHA	5,500	5,440	99
MUSCATINE	C	DAVENPORT-R.ISLAND-MOLINE	15,400	15,250	99
OBRIEN	D	SIOUX CITY	6,300	6,250	99
OSCEOLA	D	SIOUX FALLS(MITCHELL)	3,200	3,140	98
PAGE	D	OMAHA	7,500	7,380	98
PALO ALTO	D	SIOUX CITY	4,600	4,540	99
PLYMOUTH	D	SIOUX CITY	9,000	8,920	99
POCAHONTAS	D	DES MOINES-AMES	4,100	4,070	99
POLK	M B	DES MOINES-AMES	129,500	127,740	99
POTTAWATTAMIE	M B	OMAHA	33,300	32,850	99
POWESHIEK	D	DES MOINES-AMES	7,100	6,990	98
RINGGOLD	D	DES MOINES-AMES	2,400	2,350	98
SAC	D	SIOUX CITY	5,300	5,270	99
SCOTT	M B	DAVENPORT-R.ISLAND-MOLINE	63,000	61,940	98
SHELBY	D	OMAHA	5,400	5,340	99
SIOUX	D	SIOUX CITY	10,800	10,360	96
STORY	M C	DES MOINES-AMES	25,700	25,250	98
TAMA	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,900	6,840	99
TAYLOR	D	OMAHA	3,300	3,260	99
UNION	D	DES MOINES-AMES	5,400	5,300	98
VAN BUREN	D	OTTUMWA-KIRKSVILLE	3,300	3,280	99
WAPELLO	C	OTTUMWA-KIRKSVILLE	15,800	15,510	98
WARREN	M B	DES MOINES-AMES	13,400	13,340	100
WASHINGTON	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,900	7,390	94
WAYNE	D	DES MOINES-AMES	3,300	3,190	97
WEBSTER	C	DES MOINES-AMES	17,000	16,810	99
WINNEBAGO	D	MASON CITY-AUSTIN-ROCHESTR	5,300	5,280	100
WINNESHIEK	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,600	7,520	99
WOODBURY	M C	SIOUX CITY	38,200	37,770	99
WORTH	D	MASON CITY-AUSTIN-ROCHESTR	3,600	3,560	99
WRIGHT	D	DES MOINES-AMES	6,300	6,220	99
		STATE TOTAL	1,116,200	1,100,090	
KANSAS					
ALLEN	D	JOPLIN-PITTSBURG	6,300	6,190	98
ANDERSON	D	KANSAS CITY	3,300	3,170	96
ATCHISON	D	KANSAS CITY	6,500	6,420	99
BARBER	D	WICHITA-HUTCHINSON PLUS	2,900	2,870	99
BARTON	D	WICHITA-HUTCHINSON PLUS	12,900	12,790	99
BOURBON	D	JOPLIN-PITTSBURG	6,600	6,480	98
BROWN	D	KANSAS CITY	4,800	4,600	96
BUTLER	M B	WICHITA-HUTCHINSON PLUS	17,700	17,380	98
CHASE	D	WICHITA-HUTCHINSON PLUS	1,300	1,280	98
CHAUTAUQUA	D	TULSA	2,300	2,270	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KANSAS (CONT'D)					
CHEROKEE	M D	JOPLIN-PITTSBURG	9,100	8,970	99
CHEYENNE	D	WICHITA-HUTCHINSON PLUS	1,500	1,460	97
CLARK	D	WICHITA-HUTCHINSON PLUS	1,000	970	97
CLAY	D	TOPEKA	3,900	3,820	98
CLOUD	D	LINCOLN & HSTNGS-KRNY PLUS	4,600	4,510	98
COFFEY	D	TOPEKA	3,700	3,600	97
COMANCHE	D	WICHITA-HUTCHINSON PLUS	1,000	960	96
COWLEY	D	WICHITA-HUTCHINSON PLUS	14,600	14,280	98
CRAWFORD	M D	JOPLIN-PITTSBURG	15,600	15,330	98
DECATUR	D	WICHITA-HUTCHINSON PLUS	1,800	1,780	99
DICKINSON	D	WICHITA-HUTCHINSON PLUS	8,000	7,860	98
DONIPHAN	M D	ST. JOSEPH	3,400	3,390	100
DOUGLAS	C	KANSAS CITY	26,000	25,110	97
EDWARDS	D	WICHITA-HUTCHINSON PLUS	1,700	1,680	99
ELK	D	WICHITA-HUTCHINSON PLUS	1,600	1,490	93
ELLIS	D	WICHITA-HUTCHINSON PLUS	10,600	10,510	99
ELLSWORTH	D	WICHITA-HUTCHINSON PLUS	2,900	2,870	99
FINNEY	D	WICHITA-HUTCHINSON PLUS	10,600	10,380	98
FORD	D	WICHITA-HUTCHINSON PLUS	10,000	9,820	98
FRANKLIN	D	KANSAS CITY	8,600	8,460	98
GEARY	D	KANSAS CITY	10,500	10,330	98
GOVE	D	WICHITA-HUTCHINSON PLUS	1,400	1,320	94
GRAHAM	D	WICHITA-HUTCHINSON PLUS	1,500	1,480	99
GRANT	D	WICHITA-HUTCHINSON PLUS	2,600	2,520	97
GRAY	D	WICHITA-HUTCHINSON PLUS	1,900	1,820	96
GREELEY	D	WICHITA-HUTCHINSON PLUS	700	690	99
GREENWOOD	D	WICHITA-HUTCHINSON PLUS	3,500	3,420	98
HAMILTON	D	WICHITA-HUTCHINSON PLUS	1,100	1,080	98
HARPER	D	WICHITA-HUTCHINSON PLUS	3,200	3,140	98
HARVEY	M D	WICHITA-HUTCHINSON PLUS	11,600	11,200	97
HASKELL	D	WICHITA-HUTCHINSON PLUS	1,400	1,360	97
HODGEMAN	D	WICHITA-HUTCHINSON PLUS	900	890	99
JACKSON	M D	TOPEKA	4,400	4,360	99
JEFFERSON	B	KANSAS CITY	5,800	5,710	98
JEWELL	D	LINCOLN & HSTNGS-KRNY PLUS	2,000	1,950	98
JOHNSON	M A	KANSAS CITY	122,500	121,340	99
KEARNY	D	WICHITA-HUTCHINSON PLUS	1,200	1,190	99
KINGMAN	D	WICHITA-HUTCHINSON PLUS	3,400	3,360	99
KIOWA	D	WICHITA-HUTCHINSON PLUS	1,500	1,410	94
LABETTE	D	JOPLIN-PITTSBURG	9,800	9,580	98
LANE	D	WICHITA-HUTCHINSON PLUS	1,000	970	97
LEAVENWORTH	M C	KANSAS CITY	19,100	18,780	98
LINCOLN	D	WICHITA-HUTCHINSON PLUS	1,600	1,570	98
LINN	D	KANSAS CITY	3,400	3,350	99
LOGAN	D	WICHITA-HUTCHINSON PLUS	1,400	1,350	96
LYON	D	TOPEKA	14,100	13,830	98
MCPHERSON	D	WICHITA-HUTCHINSON PLUS	10,500	9,990	95
MARION	D	WICHITA-HUTCHINSON PLUS	5,200	4,960	95
MARSHALL	D	TOPEKA	5,200	5,130	99
MEADE	D	WICHITA-HUTCHINSON PLUS	1,800	1,790	99
MIAMI	M D	KANSAS CITY	8,500	8,350	98
MITCHELL	D	WICHITA-HUTCHINSON PLUS	3,400	3,330	98
MONTGOMERY	C	TULSA	16,500	16,140	98
MORRIS	D	TOPEKA	2,600	2,560	98
MORTON	D	WICHITA-HUTCHINSON PLUS	1,200	1,160	97
NEMAHA	D	TOPEKA	4,200	4,020	96
NEOSHO	D	JOPLIN-PITTSBURG	7,100	7,030	99
NESS	D	WICHITA-HUTCHINSON PLUS	1,800	1,780	99
NORTON	D	WICHITA-HUTCHINSON PLUS	2,700	2,690	100
OSAGE	M B	TOPEKA	6,000	5,910	99
OSBORNE	D	WICHITA-HUTCHINSON PLUS	2,300	2,250	98
OTTAWA	D	WICHITA-HUTCHINSON PLUS	2,300	2,260	98
PAWNEE	D	WICHITA-HUTCHINSON PLUS	3,100	3,080	99
PHILLIPS	D	LINCOLN & HSTNGS-KRNY PLUS	2,900	2,820	97
POTTAWATOMIE	M D	TOPEKA	6,000	5,890	98
PRATT	D	WICHITA-HUTCHINSON PLUS	4,300	4,200	98
RAWLINS	D	WICHITA-HUTCHINSON PLUS	1,500	1,460	97
RENO	M C	WICHITA-HUTCHINSON PLUS	26,000	25,560	98
REPUBLIC	D	LINCOLN & HSTNGS-KRNY PLUS	2,900	2,850	98
RICE	D	WICHITA-HUTCHINSON PLUS	4,700	4,680	100
RILEY	C	TOPEKA	20,800	20,290	98
ROOKS	D	WICHITA-HUTCHINSON PLUS	2,600	2,590	100
RUSH	D	WICHITA-HUTCHINSON PLUS	1,700	1,670	98
RUSSELL	D	WICHITA-HUTCHINSON PLUS	3,500	3,470	99
SALINE	C	WICHITA-HUTCHINSON PLUS	20,100	19,820	99
SCOTT	D	WICHITA-HUTCHINSON PLUS	2,200	2,110	96
SEDGWICK	M B	WICHITA-HUTCHINSON PLUS	152,600	150,110	98
SEWARD	D	WICHITA-HUTCHINSON PLUS	6,800	6,630	98
SHAWNEE	M B	TOPEKA	63,600	62,870	99
SHERIDAN	D	WICHITA-HUTCHINSON PLUS	1,300	1,280	98
SHERMAN	D	WICHITA-HUTCHINSON PLUS	2,900	2,830	98
SMITH	D	LINCOLN & HSTNGS-KRNY PLUS	2,300	2,280	99
STAFFORD	D	WICHITA-HUTCHINSON PLUS	2,400	2,370	99
STANTON	D	WICHITA-HUTCHINSON PLUS	800	790	99
STEVENS	D	WICHITA-HUTCHINSON PLUS	1,700	1,650	97
SUMNER	D	WICHITA-HUTCHINSON PLUS	9,800	9,680	99
THOMAS	D	WICHITA-HUTCHINSON PLUS	3,200	3,150	98
TREGO	D	WICHITA-HUTCHINSON PLUS	1,800	1,770	98
WABAUNSEE	M D	TOPEKA	2,500	2,460	98
WALLACE	D	WICHITA-HUTCHINSON PLUS	700	680	97
WASHINGTON	D	LINCOLN & HSTNGS-KRNY PLUS	3,100	3,050	98
WICHITA	D	WICHITA-HUTCHINSON PLUS	1,000	960	96
WILSON	D	JOPLIN-PITTSBURG	4,800	4,640	97
WOODSON	D	JOPLIN-PITTSBURG	1,800	1,760	98
WYANDOTTE	M A	KANSAS CITY	64,900	63,800	98
		STATE TOTAL	947,900	931,300	
KENTUCKY					
ADAIR	D	BOWLING GREEN	5,700	5,500	96
ALLEN	D	NASHVILLE	5,800	5,720	99
ANDERSON	D	LEXINGTON	4,900	4,840	99
BALLARD	D	PADUCAH-C.GIRARDEAU-HARRBG	3,300	3,240	98
BARREN	D	NASHVILLE	12,900	12,670	98
BATH	D	LEXINGTON	3,600	3,530	98
BELL	D	KNOXVILLE	11,900	11,490	97
BOONE	M A	CINCINNATI	17,800	17,630	99
BOURBON	M B	LEXINGTON	7,000	6,850	98
BOYD	M B	CHARLESTON-HUNTINGTON	20,500	20,230	99
BOYLE	D	LEXINGTON	9,500	9,320	98
BRACKEN	D	CINCINNATI	2,700	2,650	98
BREATHITT	D	LEXINGTON	5,300	4,830	91
BRECKINRIDGE	D	LOUISVILLE	6,100	5,990	98
BULLITT	M B	LOUISVILLE	15,300	15,050	98
BUTLER	D	NASHVILLE	4,200	4,140	99
CALDWELL	D	PADUCAH-C.GIRARDEAU-HARRBG	4,900	4,800	98
CALLOWAY	D	PADUCAH-C.GIRARDEAU-HARRBG	12,100	11,830	98
CAMPBELL	M A	CINCINNATI	29,000	28,690	99
CARLISLE	D	PADUCAH-C.GIRARDEAU-HARRBG	2,000	1,950	98
CARROLL	D	LOUISVILLE	3,500	3,450	99
CARTER	D	CHARLESTON-HUNTINGTON	9,000	8,820	98
CASEY	D	LEXINGTON	5,700	5,420	95
CHRISTIAN	B	NASHVILLE	20,600	20,260	98
CLARK	M B	LEXINGTON	10,900	10,790	99
CLAY	D	LEXINGTON	7,600	7,180	94
CLINTON	D	NASHVILLE	3,500	3,370	96
CRITTENDEN	D	PADUCAH-C.GIRARDEAU-HARRBG	3,300	3,270	99
CUMBERLAND	D	NASHVILLE	2,800	2,480	89
DAVIESS	C	EVANSVILLE	32,700	32,360	99
EDMONSON	D	BOWLING GREEN	3,600	3,480	97
ELLIOTT	D	CHARLESTON-HUNTINGTON	2,500	2,460	98
ESTILL	D	LEXINGTON	5,300	4,860	92
FAYETTE	M B	LEXINGTON	83,800	82,370	98
FLEMING	D	LEXINGTON	4,700	4,490	96
FLOYD	C	CHARLESTON-HUNTINGTON	18,200	17,740	97
FRANKLIN	C	LEXINGTON	17,200	17,000	99
FULTON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,200	3,140	98
GALLATIN	D	CINCINNATI	1,900	1,870	98
GARRARD	D	LEXINGTON	4,100	3,970	97
GRANT	D	CINCINNATI	4,900	4,800	98
GRAVES	D	PADUCAH-C.GIRARDEAU-HARRBG	13,100	12,930	99
GRAYSON	D	BOWLING GREEN	8,200	8,030	98
GREEN	D	LOUISVILLE	4,000	3,920	98
GREENUP	B	CHARLESTON-HUNTINGTON	13,600	13,430	99
HANCOCK	D	EVANSVILLE	2,900	2,820	97
HARDIN	C	LOUISVILLE	26,800	26,440	99
HARLAN	C	KNOXVILLE	14,500	14,130	97
HARRISON	D	LEXINGTON	5,500	5,390	98
HART	D	LOUISVILLE	6,200	6,070	98
HENDERSON	M B	EVANSVILLE	16,300	16,080	99
HENRY	D	LOUISVILLE	4,800	4,730	99
HICKMAN	D	PADUCAH-C.GIRARDEAU-HARRBG	2,000	1,970	99
HOPKINS	C	EVANSVILLE	17,900	17,460	98
JACKSON	D	LEXINGTON	4,300	4,070	95
JEFFERSON	M B	LOUISVILLE	258,400	254,810	99
JESSAMINE	M B	LEXINGTON	10,200	9,890	97
JOHNSON	D	CHARLESTON-HUNTINGTON	8,900	8,730	98
KENTON	M A	CINCINNATI	50,800	50,300	99
KNOTT	D	LEXINGTON	6,000	5,740	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KENTUCKY (CONT'D)					
KNOX	D	KNOXVILLE	10,900	10,670	98
LARUE	D	LOUISVILLE	4,500	4,390	98
LAUREL	D	LEXINGTON	15,100	14,800	98
LAWRENCE	D	CHARLESTON-HUNTINGTON	5,300	5,130	97
LEE	D	LEXINGTON	2,900	2,720	94
LESLIE	D	TRI-CITIES, TN-VA	5,000	4,580	92
LETCHER	D	TRI-CITIES, TN-VA	10,900	10,650	98
LEWIS	D	CHARLESTON-HUNTINGTON	5,000	4,880	98
LINCOLN	D	LEXINGTON	6,800	6,500	96
LIVINGSTON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,700	3,630	98
LOGAN	D	NASHVILLE	9,900	9,710	98
LYON	D	PADUCAH-C.GIRARDEAU-HARRBG	2,400	2,350	98
MCCRACKEN	C	PADUCAH-C.GIRARDEAU-HARRBG	24,200	23,900	99
MCCREARY	D	KNOXVILLE	5,700	5,560	98
MCLEAN	D	EVANSVILLE	3,400	3,350	99
MADISON	M C	LEXINGTON	18,500	18,100	98
MAGOFFIN	D	CHARLESTON-HUNTINGTON	4,900	4,780	98
MARION	D	LOUISVILLE	5,800	5,660	98
MARSHALL	D	PADUCAH-C.GIRARDEAU-HARRBG	10,400	10,330	99
MARTIN	D	CHARLESTON-HUNTINGTON	4,600	4,490	98
MASON	D	CINCINNATI	6,300	6,220	99
MEADE	D	LOUISVILLE	7,800	7,730	99
MENIFEE	D	LEXINGTON	1,600	1,540	96
MERCER	D	LEXINGTON	7,400	7,310	99
METCALFE	D	BOWLING GREEN	3,800	3,590	94
MONROE	D	NASHVILLE	4,700	4,590	98
MONTGOMERY	D	LEXINGTON	7,800	7,620	98
MORGAN	D	CHARLESTON-HUNTINGTON	4,200	4,010	95
MUHLENBERG	D	EVANSVILLE	11,700	11,390	97
NELSON	D	LOUISVILLE	9,900	9,720	98
NICHOLAS	D	LEXINGTON	2,700	2,630	97
OHIO	D	EVANSVILLE	8,300	8,070	97
OLDHAM	M B	LOUISVILLE	10,100	9,990	99
OWEN	D	CINCINNATI	3,400	3,300	97
OWSLEY	D	LEXINGTON	1,800	1,700	94
PENDLETON	D	CINCINNATI	3,900	3,870	99
PERRY	D	LEXINGTON	11,900	11,460	96
PIKE	C	CHARLESTON-HUNTINGTON	29,900	29,240	98
POWELL	D	LEXINGTON	4,000	3,810	95
PULASKI	C	LEXINGTON	18,500	17,950	97
ROBERTSON	D	CINCINNATI	800	790	99
ROCKCASTLE	D	LEXINGTON	5,300	5,030	95
ROWAN	D	LEXINGTON	6,300	6,070	96
RUSSELL	D	LEXINGTON	5,600	5,430	97
SCOTT	M B	LEXINGTON	8,100	7,890	97
SHELBY	M D	LOUISVILLE	8,700	8,580	99
SIMPSON	D	NASHVILLE	5,500	5,390	98
SPENCER	D	LOUISVILLE	2,200	2,170	99
TAYLOR	D	LOUISVILLE	8,600	8,400	98
TODD	D	NASHVILLE	4,100	3,810	93
TRIGG	D	NASHVILLE	3,600	3,520	98
TRIMBLE	D	LOUISVILLE	2,200	2,130	97
UNION	D	EVANSVILLE	5,700	5,660	99
WARREN	C	BOWLING GREEN	30,200	29,700	98
WASHINGTON	D	LOUISVILLE	3,300	3,250	98
WAYNE	D	KNOXVILLE	6,600	6,300	95
WEBSTER	D	EVANSVILLE	5,600	5,500	98
WHITLEY	D	KNOXVILLE	13,400	13,100	98
WOLFE	D	LEXINGTON	2,400	2,070	86
WOODFORD	M B	LEXINGTON	6,600	6,530	99
		STATE TOTAL	1,362,300	1,334,710	
LOUISIANA					
ACADIA	C	LAFAYETTE, LA	20,300	19,880	98
ALLEN	D	LAFAYETTE, LA	7,600	7,220	95
ASCENSION	M B	BATON ROUGE	20,000	19,600	98
ASSUMPTION	D	BATON ROUGE	6,800	6,740	99
AVOYELLES	C	ALEXANDRIA, LA	15,200	14,890	98
BEAUREGARD	D	LAKE CHARLES	11,500	11,070	96
BIENVILLE	D	SHREVEPORT	6,300	6,170	98
BOSSIER	M B	SHREVEPORT	32,600	32,150	99
CADDO	M B	SHREVEPORT	105,600	103,740	98
CALCASIEU	M B	LAKE CHARLES	62,500	61,310	98
CALDWELL	D	MONROE-EL DORADO	4,700	4,590	98
CAMERON	D	LAKE CHARLES	3,400	3,350	99
CATAHOULA	D	MONROE-EL DORADO	4,600	4,340	94
CLAIBORNE	D	SHREVEPORT	6,400	6,280	98
CONCORDIA	D	MONROE-EL DORADO	8,200	8,010	98
DE SOTO	D	SHREVEPORT	10,100	9,830	97
E BATON ROUGE	M B	BATON ROUGE	144,300	142,420	99
EAST CARROLL	D	MONROE-EL DORADO	3,700	3,610	98
E FELICIANA	D	BATON ROUGE	5,800	5,690	98
EVANGELINE	D	LAFAYETTE, LA	12,300	12,090	98
FRANKLIN	D	MONROE-EL DORADO	8,400	8,100	96
GRANT	B	ALEXANDRIA, LA	6,600	6,360	96
IBERIA	C	LAFAYETTE, LA	22,400	22,040	98
IBERVILLE	D	BATON ROUGE	10,400	10,270	99
JACKSON	D	MONROE-EL DORADO	6,800	6,600	97
JEFFERSON	M B	NEW ORLEANS	175,700	173,930	99
JEFF DAVIS	D	LAFAYETTE, LA	11,100	10,880	98
LAFAYETTE	B	LAFAYETTE, LA	63,000	62,010	98
LAFOURCHE	C	NEW ORLEANS	29,400	29,100	99
LA SALLE	D	MONROE-EL DORADO	6,600	6,460	98
LINCOLN	M D	MONROE-EL DORADO	14,100	13,770	98
LIVINGSTON	M B	BATON ROUGE	25,000	24,490	98
MADISON	D	MONROE-EL DORADO	5,800	5,650	98
MOREHOUSE	M D	MONROE-EL DORADO	13,000	12,740	98
NATCHITOCHES	D	SHREVEPORT	14,300	13,860	97
ORLEANS	M B	NEW ORLEANS	218,900	214,680	98
OUACHITA	M C	MONROE-EL DORADO	51,800	51,010	98
PLAQUEMINES	D	NEW ORLEANS	8,200	8,090	99
POINTE COUPEE	D	BATON ROUGE	8,400	8,190	98
RAPIDES	M B	ALEXANDRIA, LA	50,600	49,630	98
RED RIVER	D	SHREVEPORT	3,800	3,650	96
RICHLAND	D	MONROE-EL DORADO	7,700	7,540	98
SABINE	D	SHREVEPORT	10,700	10,350	97
ST BERNARD	M B	NEW ORLEANS	24,000	23,830	99
ST CHARLES	D	NEW ORLEANS	14,600	14,370	98
ST HELENA	D	BATON ROUGE	3,200	3,120	98
ST JAMES	D	NEW ORLEANS	6,800	6,630	98
ST JOHN BAPT	D	NEW ORLEANS	13,400	13,240	99
ST LANDRY	C	LAFAYETTE, LA	30,300	29,470	97
ST MARTIN	C	LAFAYETTE, LA	15,000	14,750	98
ST MARY	C	BATON ROUGE	21,000	20,670	98
ST TAMMANY	M B	NEW ORLEANS	53,300	52,560	99
TANGIPAHOA	C	NEW ORLEANS	32,000	31,230	98
TENSAS	D	MONROE-EL DORADO	3,000	2,970	99
TERREBONNE	C	NEW ORLEANS	33,800	33,290	98
UNION	M D	MONROE-EL DORADO	8,400	8,330	99
VERMILION	C	LAFAYETTE, LA	18,800	18,640	99
VERNON	C	ALEXANDRIA, LA	18,300	17,880	97
WASHINGTON	C	NEW ORLEANS	16,800	16,180	96
WEBSTER	M B	SHREVEPORT	17,100	16,800	98
W BATON ROUGE	M B	BATON ROUGE	6,700	6,600	99
WEST CARROLL	D	MONROE-EL DORADO	4,700	4,630	99
W FELICIANA	D	BATON ROUGE	2,700	2,650	98
WINN	D	MONROE-EL DORADO	6,300	6,160	98
		STATE TOTAL	1,615,000	1,586,390	
MAINE					
ANDROSCOGGIN	M C	PORTLAND-AUBURN	37,500	37,020	99
AROOSTOOK	M C	PRESQUE ISLE	29,800	29,380	99
CUMBERLAND	M B	PORTLAND-AUBURN	88,900	87,370	98
FRANKLIN	D	PORTLAND-AUBURN	11,000	10,770	98
HANCOCK	M C	BANGOR	17,700	17,410	98
KENNEBEC	C	PORTLAND-AUBURN	43,100	42,560	99
KNOX	D	BANGOR	13,800	13,390	97
LINCOLN	D	PORTLAND-AUBURN	11,000	10,910	99
OXFORD	C	PORTLAND-AUBURN	19,100	18,850	99
PENOBSCOT	M C	BANGOR	48,800	48,090	99
PISCATAQUIS	D	BANGOR	6,700	6,580	98
SAGADAHOC	D	PORTLAND-AUBURN	12,200	12,050	99
SOMERSET	C	BANGOR	16,700	16,330	98
WALDO	D	BANGOR	11,400	11,230	99
WASHINGTON	D	BANGOR	13,300	13,090	98
YORK	C	PORTLAND-AUBURN	60,900	60,270	99
		STATE TOTAL	441,900	435,300	
MARYLAND					
ALLEGANY	C	WASHINGTON, DC	29,100	28,590	98
ANNE ARUNDEL	M A	BALTIMORE	144,000	142,550	99
BALTIMORE	M A	BALTIMORE	258,100	255,180	99
CALVERT	M D	WASHINGTON, DC	14,700	14,310	97
CAROLINE	D	BALTIMORE	9,100	9,000	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE			DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MARYLAND (CONT'D)						
CARROLL	M	A	BALTIMORE	39,500	38,970	99
CECIL		A	BALTIMORE	23,300	23,020	99
CHARLES	M	A	WASHINGTON, DC	28,300	27,810	98
DORCHESTER		D	BALTIMORE	11,400	11,260	99
FREDERICK	M	C	WASHINGTON, DC	46,600	45,790	98
GARRETT		D	PITTSBURGH	10,000	9,470	95
HARFORD	M	A	BALTIMORE	54,500	54,060	99
HOWARD	M	A	BALTIMORE	55,100	55,780	99
KENT		D	BALTIMORE	6,600	6,540	99
MONTGOMERY	M	A	WASHINGTON, DC	251,000	248,690	99
PRINCE GEORGE	M	A	WASHINGTON, DC	241,500	238,990	99
QUEEN ANNES	M	D	BALTIMORE	10,900	10,770	99
ST MARYS		C	WASHINGTON, DC	22,700	22,240	98
SOMERSET		D	SALISBURY	6,800	6,700	99
TALBOT		D	BALTIMORE	11,300	11,150	99
WASHINGTON		C	WASHINGTON, DC	41,200	39,830	97
WICOMICO		C	SALISBURY	26,300	25,940	99
WORCESTER		D	SALISBURY	14,600	14,290	98
BALTIMRE CITY	M	A	BALTIMORE	282,200	278,020	99
			STATE TOTAL	1,639,800	1,618,950	
MASSACHUSETTS						
BARNSTABLE		C	BOSTON	74,800	74,020	99
BERKSHIRE		C	ALBANY-SCHENECTADY-TROY	55,000	54,180	99
BRISTOL	M	B	PROVIDENCE-NEW BEDFORD	182,000	180,420	99
DUKES		D	PROVIDENCE-NEW BEDFORD	5,100	4,950	97
ESSEX	M	A	BOSTON	249,100	245,960	99
FRANKLIN		C	BOSTON	27,200	26,520	98
HAMPDEN	M	B	SPRINGFIELD-HOLYOKE	167,900	165,780	99
HAMPSHIRE	M	B	SPRINGFIELD-HOLYOKE	49,300	47,940	97
MIDDLESEX	M	A	BOSTON	504,600	496,430	98
NANTUCKET		D	BOSTON	2,600	2,540	98
NORFOLK	M	A	BOSTON	222,200	220,270	99
PLYMOUTH		B	BOSTON	150,200	149,000	99
SUFFOLK	M	A	BOSTON	272,000	263,810	97
WORCESTER		B	BOSTON	244,800	242,110	99
			STATE TOTAL	2,206,800	2,173,930	
MICHIGAN						
ALCONA		D	ALPENA	4,300	4,200	98
ALGER		D	GREEN BAY-APPLETON	3,200	3,170	99
ALLEGAN	M	C	GRAND RAPIDS-KALMZOO-B.CRK	31,000	30,650	99
ALPENA		D	ALPENA	11,300	11,130	98
ANTRIM	M	D	TRAVERSE CITY-CADILLAC	6,600	6,480	98
ARENAC		D	FLINT-SAGINAW-BAY CITY	5,800	5,740	99
BARAGA		D	MARQUETTE	3,000	2,910	97
BARRY	M	B	GRAND RAPIDS-KALMZOO-B.CRK	17,000	16,850	99
BAY	M	C	FLINT-SAGINAW-BAY CITY	41,200	40,890	99
BENZIE	M	D	TRAVERSE CITY-CADILLAC	4,500	4,360	97
BERRIEN		B	SOUTH BEND-ELKHART	61,200	60,390	99
BRANCH		C	GRAND RAPIDS-KALMZOO-B.CRK	14,700	14,490	99
CALHOUN	M	B	GRAND RAPIDS-KALMZOO-B.CRK	51,700	51,140	99
CASS		C	SOUTH BEND-ELKHART	18,200	17,970	99
CHARLEVOIX	M	D	TRAVERSE CITY-CADILLAC	7,900	7,820	99
CHEBOYGAN		D	TRAVERSE CITY-CADILLAC	8,100	8,000	99
CHIPPEWA		D	TRAVERSE CITY-CADILLAC	10,000	9,820	98
CLARE		D	FLINT-SAGINAW-BAY CITY	10,400	10,330	99
CLINTON	M	B	LANSING	18,800	18,540	99
CRAWFORD		D	TRAVERSE CITY-CADILLAC	3,700	3,640	98
DELTA		D	GREEN BAY-APPLETON	13,800	13,700	99
DICKINSON		D	GREEN BAY-APPLETON	10,500	10,380	99
EATON	M	B	LANSING	34,500	34,130	99
EMMET		D	TRAVERSE CITY-CADILLAC	9,200	9,060	98
GENESEE	M	B	FLINT-SAGINAW-BAY CITY	159,500	158,030	99
GLADWIN		D	FLINT-SAGINAW-BAY CITY	8,600	8,480	99
GOGEBIC		D	DULUTH-SUPERIOR	7,300	7,130	98
GR TRAVERSE	M	C	TRAVERSE CITY-CADILLAC	22,400	22,140	99
GRATIOT		C	FLINT-SAGINAW-BAY CITY	13,800	13,500	98
HILLSDALE		C	LANSING	14,800	14,430	98
HOUGHTON		D	MARQUETTE	13,300	12,830	96
HURON		D	FLINT-SAGINAW-BAY CITY	13,400	13,200	99
INGHAM	M	B	LANSING	99,800	98,320	99
IONIA		B	GRAND RAPIDS-KALMZOO-B.CRK	17,200	17,070	99
IOSCO		D	FLINT-SAGINAW-BAY CITY	11,400	11,320	99
IRON		D	MARQUETTE	5,600	5,500	98
ISABELLA		C	FLINT-SAGINAW-BAY CITY	17,600	17,350	99
MICHIGAN (CONT'D)						
JACKSON	M	B	LANSING	51,300	50,550	99
KALAMAZOO	M	B	GRAND RAPIDS-KALMZOO-B.CRK	81,300	80,230	99
KALKASKA	M	D	TRAVERSE CITY-CADILLAC	4,900	4,830	99
KENT	M	B	GRAND RAPIDS-KALMZOO-B.CRK	176,100	173,340	98
KEWEENAW		D	MARQUETTE	700	690	99
LAKE		D	TRAVERSE CITY-CADILLAC	3,600	3,540	98
LAPEER	M	A	DETROIT	23,700	23,410	99
LEELANAU	M	D	TRAVERSE CITY-CADILLAC	5,900	5,790	98
LENAWEE		C	TOLEDO	31,300	30,920	99
LIVINGSTON	M	A	DETROIT	36,300	36,030	99
LUCE		D	TRAVERSE CITY-CADILLAC	2,100	2,070	99
MACKINAC		D	TRAVERSE CITY-CADILLAC	3,700	3,560	96
MACOMB	M	A	DETROIT	248,300	246,440	99
MANISTEE	M	D	TRAVERSE CITY-CADILLAC	9,400	9,150	97
MARQUETTE		C	MARQUETTE	25,000	24,730	99
MASON		D	TRAVERSE CITY-CADILLAC	10,500	10,380	99
MECOSTA		D	GRAND RAPIDS-KALMZOO-B.CRK	12,300	12,110	98
MENOMINEE		D	GREEN BAY-APPLETON	9,600	9,520	99
MIDLAND	M	C	FLINT-SAGINAW-BAY CITY	26,500	26,300	99
MISSAUKEE	M	D	TRAVERSE CITY-CADILLAC	3,900	3,870	99
MONROE		B	DETROIT	45,600	45,230	99
MONTCALM		C	GRAND RAPIDS-KALMZOO-B.CRK	18,300	17,900	98
MONTMORENCY		D	TRAVERSE CITY-CADILLAC	3,200	3,140	98
MUSKEGON		B	GRAND RAPIDS-KALMZOO-B.CRK	56,700	56,070	99
NEWAYGO		D	GRAND RAPIDS-KALMZOO-B.CRK	14,100	13,800	98
OAKLAND	M	A	DETROIT	381,200	377,810	99
OCEANA		B	GRAND RAPIDS-KALMZOO-B.CRK	8,400	8,240	98
OGEMAW		D	FLINT-SAGINAW-BAY CITY	7,000	6,970	100
ONTONAGON		D	MARQUETTE	3,500	3,360	96
OSCEOLA		D	TRAVERSE CITY-CADILLAC	7,600	7,490	99
OSCODA		D	TRAVERSE CITY-CADILLAC	2,900	2,850	98
OTSEGO	M	D	TRAVERSE CITY-CADILLAC	5,800	5,730	99
OTTAWA	M	B	GRAND RAPIDS-KALMZOO-B.CRK	58,500	57,710	99
PRESQUE ISLE		D	TRAVERSE CITY-CADILLAC	5,300	5,210	98
ROSCOMMON		D	TRAVERSE CITY-CADILLAC	8,300	8,200	99
SAGINAW	M	B	FLINT-SAGINAW-BAY CITY	76,600	75,930	99
ST CLAIR	M	A	DETROIT	50,300	49,560	99
ST JOSEPH		C	GRAND RAPIDS-KALMZOO-B.CRK	21,800	21,380	98
SANILAC		C	FLINT-SAGINAW-BAY CITY	15,000	14,810	99
SCHOOLCRAFT		D	GREEN BAY-APPLETON	3,000	2,930	98
SHIAWASSEE		B	FLINT-SAGINAW-BAY CITY	24,000	23,800	99
TUSCOLA		C	FLINT-SAGINAW-BAY CITY	19,100	18,960	99
VAN BUREN	M	B	GRAND RAPIDS-KALMZOO-B.CRK	25,500	25,220	99
WASHTENAW		A	DETROIT	99,100	96,350	97
WAYNE	M	A	DETROIT	815,300	805,110	99
WEXFORD	M	D	TRAVERSE CITY-CADILLAC	10,300	10,200	99
			STATE TOTAL	3,358,100	3,316,510	
MINNESOTA						
AITKIN		D	DULUTH-SUPERIOR	5,300	5,220	98
ANOKA	M	A	MINNEAPOLIS-ST. PAUL	74,000	73,490	99
BECKER		D	FARGO-VALLEY CITY	11,000	10,640	97
BELTRAMI		D	ALEXANDRIA, MN	11,700	11,300	97
BENTON		B	MINNEAPOLIS-ST. PAUL	9,600	9,520	99
BIG STONE		D	MINNEAPOLIS-ST. PAUL	2,900	2,860	99
BLERTH-NCL-S	M	C	MANKATO	23,700	23,320	98
BROWN	M	D	MANKATO	10,200	10,080	99
CARLTON	M	D	DULUTH-SUPERIOR	10,500	10,400	99
CARVER	M	A	MINNEAPOLIS-ST. PAUL	14,500	14,440	100
CASS		D	ALEXANDRIA, MN	8,500	8,320	98
CHIPPEWA		D	MINNEAPOLIS-ST. PAUL	5,600	5,530	99
CHISAGO	M	A	MINNEAPOLIS-ST. PAUL	10,200	10,070	99
CLAY		C	FARGO-VALLEY CITY	17,200	17,000	99
CLEARWATER		D	FARGO-VALLEY CITY	3,200	3,070	96
COOK		D	DULUTH-SUPERIOR	1,800	1,690	94
COTTONWOOD		D	MINNEAPOLIS-ST. PAUL	5,300	5,170	98
CROW WING		C	MINNEAPOLIS-ST. PAUL	17,500	17,190	98
DAKOTA	M	A	MINNEAPOLIS-ST. PAUL	82,400	81,920	99
DODGE		D	MASON CITY-AUSTIN-ROCHESTR	5,500	5,450	99
DOUGLAS		D	ALEXANDRIA, MN	11,600	11,450	99
FARIBAULT		D	MASON CITY-AUSTIN-ROCHESTR	7,400	7,330	99
FILLMORE		D	MASON CITY-AUSTIN-ROCHESTR	7,900	7,830	99
FREEBORN		D	MASON CITY-AUSTIN-ROCHESTR	13,600	13,510	99
GOODHUE		D	MINNEAPOLIS-ST. PAUL	14,700	14,520	99
GRANT		D	ALEXANDRIA, MN	2,700	2,670	99
HENNEPIN	M	A	MINNEAPOLIS-ST. PAUL	413,300	406,520	98
HOUSTON		D	LA CROSSE-EAU CLAIRE	6,300	6,190	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MINNESOTA (CONT'D)					
HUBBARD	D	ALEXANDRIA, MN	5,700	5,590	98
ISANTI	M D	MINNEAPOLIS-ST. PAUL	9,100	8,960	98
ITASCA	C	DULUTH-SUPERIOR	16,400	15,960	97
JACKSON	D	MINNEAPOLIS-ST. PAUL	4,900	4,770	97
KANABEC	D	MINNEAPOLIS-ST. PAUL	5,000	4,820	96
KANDIYOHI	D	MINNEAPOLIS-ST. PAUL	14,100	13,890	99
KITTSON	D	FARGO-VALLEY CITY	2,400	2,300	96
KOOCHICHING	D	DULUTH-SUPERIOR	6,100	5,960	98
LAC QUI PARLE	D	MINNEAPOLIS-ST. PAUL	3,800	3,750	99
LAKE	D	DULUTH-SUPERIOR	4,300	4,260	99
LAKE OF WOODS	D	FARGO-VALLEY CITY	1,500	1,430	95
LE SUEUR	D	MINNEAPOLIS-ST. PAUL	8,700	8,600	99
LINCOLN	D	SIOUX FALLS(MITCHELL)	2,900	2,850	98
LYON	D	MINNEAPOLIS-ST. PAUL	9,000	8,920	99
MCLEOD	D	MINNEAPOLIS-ST. PAUL	11,300	11,180	99
MAHNOMEN	D	FARGO-VALLEY CITY	1,700	1,680	99
MARSHALL	D	FARGO-VALLEY CITY	4,500	4,440	99
MARTIN	M D	MANKATO	9,700	9,540	98
MEEKER	D	MINNEAPOLIS-ST. PAUL	7,800	7,610	98
MILLE LACS	D	MINNEAPOLIS-ST. PAUL	7,300	7,160	98
MORRISON	D	MINNEAPOLIS-ST. PAUL	10,300	10,150	99
MOWER	C	MASON CITY-AUSTIN-ROCHESTR	15,300	15,210	99
MURRAY	D	SIOUX FALLS(MITCHELL)	3,900	3,850	99
NICOLLET-N	D	MINNEAPOLIS-ST. PAUL	5,000	4,900	98
NOBLES	D	SIOUX FALLS(MITCHELL)	7,700	7,630	99
NORMAN	D	FARGO-VALLEY CITY	3,300	3,250	98
OLMSTED	C	MASON CITY-AUSTIN-ROCHESTR	36,800	36,020	98
OTTER TAIL	C	FARGO-VALLEY CITY	19,900	19,590	98
PENNINGTON	D	FARGO-VALLEY CITY	5,700	5,600	98
PINE	D	MINNEAPOLIS-ST. PAUL	7,600	7,350	97
PIPESTONE	D	SIOUX FALLS(MITCHELL)	4,200	4,120	98
POLK	C	FARGO-VALLEY CITY	12,400	12,250	99
POPE	D	ALEXANDRIA, MN	4,600	4,570	99
RAMSEY	M A	MINNEAPOLIS-ST. PAUL	186,800	183,490	98
RED LAKE	D	FARGO-VALLEY CITY	1,800	1,780	99
REDWOOD	D	MINNEAPOLIS-ST. PAUL	6,700	6,640	99
RENVILLE	D	MINNEAPOLIS-ST. PAUL	7,400	7,310	99
RICE	C	MINNEAPOLIS-ST. PAUL	16,100	15,950	99
ROCK	D	SIOUX FALLS(MITCHELL)	3,800	3,740	98
ROSEAU	D	FARGO-VALLEY CITY	4,800	4,660	97
ST LOUIS	M B	DULUTH-SUPERIOR	79,700	78,380	98
SCOTT	M A	MINNEAPOLIS-ST. PAUL	17,300	17,120	99
SHERBURNE	B	MINNEAPOLIS-ST. PAUL	11,500	11,360	99
SIBLEY	D	MINNEAPOLIS-ST. PAUL	5,500	5,430	99
STEARNS	B	MINNEAPOLIS-ST. PAUL	36,400	35,940	99
STEELE	D	MINNEAPOLIS-ST. PAUL	11,000	10,850	99
STEVENS	D	MINNEAPOLIS-ST. PAUL	3,700	3,610	98
SWIFT	D	MINNEAPOLIS-ST. PAUL	4,700	4,610	98
TODD	D	MINNEAPOLIS-ST. PAUL	9,400	9,250	98
TRAVERSE	D	ALEXANDRIA, MN	1,800	1,760	98
WABASHA	D	MINNEAPOLIS-ST. PAUL	7,500	7,290	97
WADENA	D	ALEXANDRIA, MN	5,000	4,790	96
WASECA	D	MINNEAPOLIS-ST. PAUL	6,900	6,700	97
WASHINGTON	M A	MINNEAPOLIS-ST. PAUL	42,900	42,470	99
WATONWAN	M D	MANKATO	4,800	4,750	99
WILKIN	D	FARGO-VALLEY CITY	2,800	2,790	100
WINONA	C	LA CROSSE-EAU CLAIRE	16,200	16,000	99
WRIGHT	M A	MINNEAPOLIS-ST. PAUL	22,000	21,750	99
YELLOW MED	D	MINNEAPOLIS-ST. PAUL	4,600	4,520	98
		STATE TOTAL	1,602,100	1,577,800	
MISSISSIPPI					
ADAMS	D	JACKSON, MS	13,900	13,430	97
ALCORN	D	MEMPHIS	13,200	12,790	97
AMITE	D	BATON ROUGE	4,600	4,460	97
ATTALA	D	JACKSON, MS	7,100	6,960	98
BENTON	D	MEMPHIS	2,700	2,630	97
BOLIVAR	C	GREENWOOD-GREENVILLE	14,300	13,830	97
CALHOUN	D	COLUMBUS-TUPELO-WEST POINT	5,700	5,560	98
CARROLL	D	GREENWOOD-GREENVILLE	3,400	3,310	97
CHICKASAW	D	COLUMBUS-TUPELO-WEST POINT	6,200	6,030	97
CHOCTAW	D	COLUMBUS-TUPELO-WEST POINT	3,100	2,980	96
CLAIBORNE	D	JACKSON, MS	3,800	3,640	96
CLARKE	M D	MERIDIAN	6,400	6,260	98
CLAY	D	COLUMBUS-TUPELO-WEST POINT	7,300	7,110	97
COAHOMA	D	MEMPHIS	12,100	11,680	97
COPIAH	D	JACKSON, MS	9,300	9,040	97

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSISSIPPI (CONT'D)					
COVINGTON	D	HATTIESBURG-LAUREL	5,800	5,660	98
DE SOTO	M B	MEMPHIS	21,500	21,170	98
FORREST	C	HATTIESBURG-LAUREL	25,800	25,350	98
FRANKLIN	D	JACKSON, MS	3,200	3,090	97
GEORGE	D	MOBILE-PENSACOLA	5,500	5,390	98
GREENE	D	BILOXI-GULFPORT	3,300	3,110	94
GRENADA	D	GREENWOOD-GREENVILLE	7,400	7,220	98
HANCOCK	B	NEW ORLEANS	11,500	11,290	98
HARRISON	B	BILOXI-GULFPORT	62,300	61,300	98
HINDS	M B	JACKSON, MS	99,000	97,490	98
HOLMES	D	JACKSON, MS	7,500	7,230	96
HUMPHREYS	D	JACKSON, MS	4,500	4,400	98
ISSAQUENA	D	JACKSON, MS	800	780	98
ITAWAMBA	D	COLUMBUS-TUPELO-WEST POINT	7,900	7,770	98
JACKSON	C	MOBILE-PENSACOLA	44,300	43,550	98
JASPER	D	HATTIESBURG-LAUREL	6,100	5,900	97
JEFFERSON	D	JACKSON, MS	3,000	2,910	97
JEFF DAVIS	D	JACKSON, MS	4,600	4,490	98
JONES	C	HATTIESBURG-LAUREL	23,000	22,590	98
KEMPER	M D	MERIDIAN	3,500	3,360	96
LAFAYETTE	D	MEMPHIS	11,500	11,240	98
LAMAR	D	HATTIESBURG-LAUREL	9,700	9,270	96
LAUDERDALE	M C	MERIDIAN	30,100	29,510	98
LAWRENCE	D	JACKSON, MS	4,400	4,210	96
LEAKE	D	JACKSON, MS	6,900	6,690	97
LEE	C	COLUMBUS-TUPELO-WEST POINT	24,300	23,950	99
LEFLORE	C	GREENWOOD-GREENVILLE	13,600	13,230	97
LINCOLN	D	JACKSON, MS	11,300	10,910	97
LOWNDES	C	COLUMBUS-TUPELO-WEST POINT	21,700	21,320	98
MADISON	M C	JACKSON, MS	17,700	17,310	98
MARION	D	HATTIESBURG-LAUREL	9,300	8,810	95
MARSHALL	D	MEMPHIS	10,400	10,060	97
MONROE	D	COLUMBUS-TUPELO-WEST POINT	12,900	12,640	98
MONTGOMERY	D	COLUMBUS-TUPELO-WEST POINT	4,500	4,370	97
NESHOBA	D	MERIDIAN	9,100	8,720	96
NEWTON	D	MERIDIAN	7,500	7,360	98
NOXUBEE	D	COLUMBUS-TUPELO-WEST POINT	4,100	3,910	95
OKTIBBEHA	D	COLUMBUS-TUPELO-WEST POINT	12,400	12,180	98
PANOLA	D	MEMPHIS	9,600	9,570	98
PEARL RIVER	D	NEW ORLEANS	13,700	13,360	98
PERRY	D	HATTIESBURG-LAUREL	3,500	3,360	96
PIKE	D	JACKSON, MS	13,800	13,420	97
PONTOTOC	D	COLUMBUS-TUPELO-WEST POINT	8,400	8,170	97
PRENTISS	D	COLUMBUS-TUPELO-WEST POINT	9,200	9,020	98
QUITMAN	D	MEMPHIS	3,900	3,700	95
RANKIN	M B	JACKSON, MS	28,900	28,410	98
SCOTT	D	JACKSON, MS	9,400	9,100	97
SHARKEY	D	JACKSON, MS	2,300	2,240	97
SIMPSON	D	JACKSON, MS	8,600	8,340	97
SMITH	D	JACKSON, MS	5,700	5,600	98
STONE	B	BILOXI-GULFPORT	3,400	3,280	96
SUNFLOWER	D	GREENWOOD-GREENVILLE	10,700	10,440	98
TALLAHATCHIE	D	GREENWOOD-GREENVILLE	5,400	5,210	96
TATE	D	MEMPHIS	6,900	6,750	98
TIPPAH	D	MEMPHIS	7,300	7,100	97
TISHOMINGO	D	COLUMBUS-TUPELO-WEST POINT	7,200	6,990	97
TUNICA	D	MEMPHIS	3,000	2,910	97
UNION	D	MEMPHIS	9,100	8,980	99
WALTHALL	D	JACKSON, MS	4,700	4,580	97
WARREN	C	JACKSON, MS	19,200	18,780	98
WASHINGTON	C	GREENWOOD-GREENVILLE	23,600	22,930	97
WAYNE	D	HATTIESBURG-LAUREL	6,900	6,680	97
WEBSTER	D	COLUMBUS-TUPELO-WEST POINT	3,700	3,600	97
WILKINSON	D	BATON ROUGE	3,400	3,290	97
WINSTON	D	COLUMBUS-TUPELO-WEST POINT	6,900	6,750	98
YALOBUSHA	D	MEMPHIS	4,900	4,740	97
YAZOO	D	JACKSON, MS	9,400	9,130	97
		STATE TOTAL	937,900	915,880	
MISSOURI					
ADAIR	D	OTTUMWA-KIRKSVILLE	9,200	8,940	97
ANDREW	M C	ST. JOSEPH	5,300	5,270	99
ATCHISON	D	OMAHA	3,200	3,140	98
AUDRAIN	D	COLUMBIA-JEFFERSON CITY	9,600	9,420	98
BARRY	D	SPRINGFIELD, MO	10,200	10,010	98
BARTON	D	JOPLIN-PITTSBURG	4,700	4,570	97
BATES	D	KANSAS CITY	6,100	5,970	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSOURI (CONT'D)					
BENTON	D	SPRINGFIELD, MO	5,300	5,170	98
BOLLINGER	D	PADUCAH-C.GIRARDEAU-HARRBG	4,100	4,020	98
BOONE	M C	COLUMBIA-JEFFERSON CITY	39,900	38,950	98
BUCHANAN	M C	ST. JOSEPH	32,000	31,590	99
BUTLER	D	PADUCAH-C.GIRARDEAU-HARRBG	15,000	14,600	97
CALDWELL	D	KANSAS CITY	3,200	3,160	99
CALLAWAY	M D	COLUMBIA-JEFFERSON CITY	11,500	11,250	98
CAMDEN	D	SPRINGFIELD, MO	10,000	9,740	97
CPE GIRARDEAU	C	PADUCAH-C.GIRARDEAU-HARRBG	22,800	22,410	98
CARROLL	D	KANSAS CITY	4,500	4,430	98
CARTER	D	PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,030	97
CASS	M A	KANSAS CITY	19,800	19,490	98
CEDAR	D	SPRINGFIELD, MO	5,100	4,700	92
CHARITON	D	COLUMBIA-JEFFERSON CITY	4,000	3,910	98
CHRISTIAN	M B	SPRINGFIELD, MO	9,900	9,710	98
CLARK	M D	QUINCY-HANNIBAL-KEOKUK	3,000	2,970	99
CLAY	M A	KANSAS CITY	55,900	55,390	99
CLINTON	D	KANSAS CITY	6,100	6,010	99
COLE	M C	COLUMBIA-JEFFERSON CITY	22,100	21,830	99
COOPER	D	COLUMBIA-JEFFERSON CITY	5,300	5,200	98
CRAWFORD	D	ST. LOUIS	7,300	7,160	98
DADE	D	SPRINGFIELD, MO	3,100	3,050	98
DALLAS	M D	SPRINGFIELD, MO	4,900	4,710	96
DAVIESS	D	KANSAS CITY	3,400	3,350	99
DE KALB	M D	ST. JOSEPH	3,100	3,070	99
DENT	D	SPRINGFIELD, MO	5,600	5,460	98
DOUGLAS	D	SPRINGFIELD, MO	4,800	4,360	91
DUNKLIN	D	PADUCAH-C.GIRARDEAU-HARRBG	13,200	12,890	98
FRANKLIN	M A	ST. LOUIS	26,900	26,220	97
GASCONADE	D	ST. LOUIS	5,400	5,340	99
GENTRY	D	KANSAS CITY	3,100	3,010	97
GREENE	M B	SPRINGFIELD, MO	77,600	76,170	98
GRUNDY	D	KANSAS CITY	4,700	4,560	97
HARRISON	D	ST. JOSEPH	4,200	4,130	98
HENRY	D	KANSAS CITY	8,000	7,900	99
HICKORY	D	SPRINGFIELD, MO	3,100	3,030	98
HOLT	M D	ST. JOSEPH	2,700	2,660	99
HOWARD	D	COLUMBIA-JEFFERSON CITY	3,600	3,550	99
HOWELL	D	SPRINGFIELD, MO	11,800	11,520	98
IRON	D	ST. LOUIS	3,900	3,760	96
JACKSON	M A	KANSAS CITY	250,200	245,150	98
JASPER	M C	JOPLIN-PITTSBURG	34,700	34,160	98
JEFFERSON	M A	ST. LOUIS	54,700	54,100	99
JOHNSON	D	KANSAS CITY	12,800	12,580	98
KNOX	D	QUINCY-HANNIBAL-KEOKUK	2,100	2,010	96
LACLEDE	D	SPRINGFIELD, MO	10,100	9,900	98
LAFAYETTE	M D	KANSAS CITY	11,600	11,380	98
LAWRENCE	D	SPRINGFIELD, MO	11,900	11,690	98
LEWIS	M D	QUINCY-HANNIBAL-KEOKUK	3,900	3,820	98
LINCOLN	D	ST. LOUIS	8,700	8,470	97
LINN	D	KANSAS CITY	6,200	6,110	99
LIVINGSTON	D	KANSAS CITY	5,900	5,790	98
MCDONALD	D	JOPLIN-PITTSBURG	6,000	5,840	97
MACON	D	QUINCY-HANNIBAL-KEOKUK	6,300	6,120	97
MADISON	D	ST. LOUIS	4,500	4,430	98
MARIES	D	COLUMBIA-JEFFERSON CITY	3,000	2,860	95
MARION	M D	QUINCY-HANNIBAL-KEOKUK	10,700	10,570	99
MERCER	D	DES MOINES-AMES	1,700	1,670	98
MILLER	D	COLUMBIA-JEFFERSON CITY	7,900	7,730	98
MISSISSIPPI	D	PADUCAH-C.GIRARDEAU-HARRBG	5,400	5,330	99
MONITEAU	D	COLUMBIA-JEFFERSON CITY	4,400	4,310	98
MONROE	D	QUINCY-HANNIBAL-KEOKUK	3,500	3,470	99
MONTGOMERY	D	ST. LOUIS	4,200	4,070	97
MORGAN	D	COLUMBIA-JEFFERSON CITY	5,800	5,530	95
NEW MADRID	D	PADUCAH-C.GIRARDEAU-HARRBG	7,800	7,630	98
NEWTON	M C	JOPLIN-PITTSBURG	16,300	16,090	99
NODAWAY	D	ST. JOSEPH	7,600	7,480	98
OREGON	D	SPRINGFIELD, MO	3,900	3,780	97
OSAGE	D	COLUMBIA-JEFFERSON CITY	4,100	4,060	99
OZARK	D	SPRINGFIELD, MO	3,500	3,360	96
PEMISCOT	D	MEMPHIS	8,500	8,210	97
PERRY	D	ST. LOUIS	6,100	5,990	98
PETTIS	D	KANSAS CITY	13,900	13,530	97
PHELPS	D	SPRINGFIELD, MO	11,900	11,450	96
PIKE	D	ST. LOUIS	5,900	5,700	97
PLATTE	M A	KANSAS CITY	19,100	18,880	99
POLK	M D	SPRINGFIELD, MO	7,300	7,180	98
PULASKI	C	SPRINGFIELD, MO	11,200	11,120	99
PUTNAM	D	OTTUMWA-KIRKSVILLE	2,100	2,060	98
RALLS	D	QUINCY-HANNIBAL-KEOKUK	3,400	3,370	99
RANDOLPH	D	COLUMBIA-JEFFERSON CITY	9,800	9,620	98
RAY	M A	KANSAS CITY	8,200	8,110	99
REYNOLDS	D	PADUCAH-C.GIRARDEAU-HARRBG	2,800	2,700	96
RIPLEY	D	JONESBORO	5,100	4,780	94
ST CHARLES	M A	ST. LOUIS	61,100	60,510	99
ST CLAIR	D	SPRINGFIELD, MO	3,400	3,190	94
ST FRANCOIS	C	ST. LOUIS	16,600	16,280	98
ST LOUIS	M A	ST. LOUIS	365,200	359,610	98
STE GENEVIEVE	D	ST. LOUIS	5,600	5,550	99
SALINE	D	KANSAS CITY	9,300	9,100	98
SCHUYLER	D	OTTUMWA-KIRKSVILLE	2,000	1,960	98
SCOTLAND	D	QUINCY-HANNIBAL-KEOKUK	2,100	2,040	97
SCOTT	D	PADUCAH-C.GIRARDEAU-HARRBG	14,700	14,520	99
SHANNON	D	SPRINGFIELD, MO	2,900	2,810	97
SHELBY	D	QUINCY-HANNIBAL-KEOKUK	3,000	2,950	98
STODDARD	D	PADUCAH-C.GIRARDEAU-HARRBG	11,100	10,970	99
STONE	D	SPRINGFIELD, MO	7,400	7,260	98
SULLIVAN	D	OTTUMWA-KIRKSVILLE	2,900	2,850	98
TANEY	D	SPRINGFIELD, MO	10,200	10,030	98
TEXAS	D	SPRINGFIELD, MO	8,400	8,230	98
VERNON	D	JOPLIN-PITTSBURG	7,600	7,480	98
WARREN	D	ST. LOUIS	6,300	6,230	99
WASHINGTON	D	ST. LOUIS	6,600	6,500	98
WAYNE	D	PADUCAH-C.GIRARDEAU-HARRBG	4,800	4,730	99
WEBSTER	M D	SPRINGFIELD, MO	7,800	7,650	98
WORTH	D	ST. JOSEPH	1,100	1,090	99
WRIGHT	D	SPRINGFIELD, MO	6,200	6,090	98
ST LOUIS-IND	M A	ST. LOUIS	170,700	167,750	98
		STATE TOTAL	1,902,000	1,867,350	
MONTANA					
BEAVERHEAD	D	BUTTE	3,200	3,030	95
BIG HORN	D	BILLINGS	3,600	3,510	98
BLAINE	D	GREAT FALLS	2,800	2,680	96
BROADWATER	D	HELENA	1,600	1,540	96
CARBON	D	BILLINGS	3,800	3,660	96
CARTER	D	RAPID CITY	600	590	98
CASCADE	M C	GREAT FALLS	31,000	30,450	98
CHOUTEAU	D	GREAT FALLS	2,200	2,170	99
CUSTER	D	BILLINGS	5,500	5,280	96
DANIELS	D	MINOT-BISMARCK-DICKINSON	1,000	960	96
DAWSON	D	GLENDIVE	4,700	4,590	98
DEER LODGE	M D	BUTTE	4,200	4,130	98
FALLON	D	RAPID CITY	1,400	1,360	97
FERGUS	D	GREAT FALLS	5,100	4,780	94
FLATHEAD	C	MISSOULA	23,400	22,530	96
GALLATIN	C	BUTTE	19,300	18,290	95
GARFIELD	D	BILLINGS	600	560	93
GLACIER	D	GREAT FALLS	3,800	3,670	97
GOLDEN VALLEY	D	BILLINGS	400	380	95
GRANITE	D	MISSOULA	1,100	1,060	96
HILL	D	GREAT FALLS	6,900	6,500	94
JEFFERSON	D	BUTTE	3,100	3,000	97
JUDITH BASIN	D	GREAT FALLS	1,000	960	96
LAKE	M D	MISSOULA	8,300	8,020	97
LEWIS & CLARK	C	HELENA	19,600	19,090	97
LIBERTY	D	GREAT FALLS	1,100	1,070	97
LINCOLN	D	SPOKANE	6,700	6,280	94
MCCONE	D	MINOT-BISMARCK-DICKINSON	900	880	98
MADISON	D	BUTTE	2,200	2,160	98
MEAGHER	D	GREAT FALLS	800	780	98
MINERAL	D	MISSOULA	1,700	1,640	96
MISSOULA	M C	MISSOULA	31,700	29,920	94
MUSSELSHELL	D	BILLINGS	1,900	1,700	89
PARK	D	BILLINGS	5,800	5,570	96
PETROLEUM	D	BILLINGS	200	180	90
PHILLIPS	D	GREAT FALLS	2,200	2,110	96
PONDERA	D	GREAT FALLS	2,500	2,430	97
POWDER RIVER	D	RAPID CITY	900	800	89
POWELL	D	BUTTE	2,400	2,340	98
PRAIRIE	D	GLENDIVE	700	680	97
RAVALLI	M D	MISSOULA	10,500	10,000	95
RICHLAND	D	MINOT-BISMARCK-DICKINSON	5,100	5,010	98
ROOSEVELT	D	MINOT-BISMARCK-DICKINSON	3,800	3,690	97
ROSEBUD	D	BILLINGS	4,400	4,190	95
SANDERS	D	SPOKANE	3,800	3,660	96
SHERIDAN	D	MINOT-BISMARCK-DICKINSON	2,100	2,050	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE			DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MONTANA (CONT'D)						
SILVER BOW	M	D	BUTTE	14,300	14,050	98
STILLWATER		D	BILLINGS	2,500	2,440	98
SWEET GRASS		D	BILLINGS	1,300	1,120	86
TETON		D	GREAT FALLS	2,500	2,420	97
TOOLE		D	GREAT FALLS	2,300	2,220	97
TREASURE		D	BILLINGS	400	380	95
VALLEY		D	GREAT FALLS	3,800	3,670	97
WHEATLAND		D	BILLINGS	900	880	98
WIBAUX		D	MINOT-BISMARCK-DICKINSON	500	490	98
YELLOWSTONE	M	C	BILLINGS	48,900	47,940	98
			STATE TOTAL	327,000	315,540	
NEBRASKA						
ADAMS	M	D	LINCOLN & HSTNGS-KRNY PLUS	12,200	12,100	99
ANTELOPE		D	SIOUX CITY	3,200	3,160	99
ARTHUR		D	NORTH PLATTE	200	200	100
BANNER		D	CHEYENNE-SCOTTSBLUFF	300	300	100
BLAINE		D	NORTH PLATTE	300	280	93
BOONE		D	LINCOLN & HSTNGS-KRNY PLUS	2,600	2,560	98
BOX BUTTE		D	DENVER	5,700	5,610	98
BOYD		D	SIOUX FALLS(MITCHELL)	1,300	1,260	97
BROWN		D	LINCOLN & HSTNGS-KRNY PLUS	1,700	1,630	96
BUFFALO	M	D	LINCOLN & HSTNGS-KRNY PLUS	14,000	13,850	99
BURT		D	OMAHA	3,500	3,460	99
BUTLER		D	OMAHA	3,400	3,370	99
CASS		D	OMAHA	8,200	8,150	99
CEDAR		D	SIOUX CITY	4,000	3,950	99
CHASE		D	LINCOLN & HSTNGS-KRNY PLUS	1,900	1,880	99
CHERRY		D	SIOUX FALLS(MITCHELL)	2,600	2,520	97
CHEYENNE		D	DENVER	4,100	4,010	98
CLAY		D	LINCOLN & HSTNGS-KRNY PLUS	3,000	2,980	99
COLFAX		D	OMAHA	3,700	3,630	98
CUMING		D	OMAHA	4,100	4,040	99
CUSTER		D	LINCOLN & HSTNGS-KRNY PLUS	5,100	4,980	98
DAKOTA	M	C	SIOUX CITY	6,700	6,650	99
DAWES		D	DENVER	3,500	3,450	99
DAWSON		D	LINCOLN & HSTNGS-KRNY PLUS	8,800	8,660	98
DEUEL		D	DENVER	1,000	990	99
DIXON		D	SIOUX CITY	2,700	2,680	99
DODGE		D	OMAHA	14,000	13,840	99
DOUGLAS	M	B	OMAHA	161,600	159,160	98
DUNDY		D	WICHITA-HUTCHINSON PLUS	1,200	1,170	98
FILLMORE		D	LINCOLN & HSTNGS-KRNY PLUS	3,000	2,910	97
FRANKLIN		D	LINCOLN & HSTNGS-KRNY PLUS	1,700	1,670	98
FRONTIER		D	LINCOLN & HSTNGS-KRNY PLUS	1,400	1,370	98
FURNAS		D	LINCOLN & HSTNGS-KRNY PLUS	2,600	2,540	98
GAGE		D	LINCOLN & HSTNGS-KRNY PLUS	9,000	8,910	99
GARDEN		D	RAPID CITY	1,000	970	97
GARFIELD		D	LINCOLN & HSTNGS-KRNY PLUS	1,000	990	99
GOSPER		D	LINCOLN & HSTNGS-KRNY PLUS	800	800	100
GRANT		D	RAPID CITY	300	300	100
GREELEY		D	LINCOLN & HSTNGS-KRNY PLUS	1,200	1,180	98
HALL	M	C	LINCOLN & HSTNGS-KRNY PLUS	19,200	19,000	99
HAMILTON		D	LINCOLN & HSTNGS-KRNY PLUS	3,400	3,330	98
HARLAN		D	LINCOLN & HSTNGS-KRNY PLUS	1,700	1,660	98
HAYES		D	LINCOLN & HSTNGS-KRNY PLUS	500	500	100
HITCHCOCK		D	WICHITA-HUTCHINSON PLUS	1,500	1,480	99
HOLT		D	LINCOLN & HSTNGS-KRNY PLUS	5,100	5,040	99
HOOKER		D	NORTH PLATTE	400	380	95
HOWARD		D	LINCOLN & HSTNGS-KRNY PLUS	2,400	2,380	99
JEFFERSON		D	LINCOLN & HSTNGS-KRNY PLUS	3,700	3,660	99
JOHNSON		D	OMAHA	2,000	1,980	99
KEARNEY		D	LINCOLN & HSTNGS-KRNY PLUS	2,600	2,580	99
KEITH		D	DENVER	3,700	3,660	99
KEYA PAHA		D	SIOUX FALLS(MITCHELL)	500	500	100
KIMBALL		D	DENVER	1,900	1,890	99
KNOX		D	SIOUX CITY	4,000	3,940	99
LANCASTER	M	B	LINCOLN & HSTNGS-KRNY PLUS	81,800	79,980	98
LINCOLN		D	NORTH PLATTE	12,900	12,740	99
LOGAN		D	NORTH PLATTE	400	390	98
LOUP		D	LINCOLN & HSTNGS-KRNY PLUS	300	300	100
MCPHERSON		D	NORTH PLATTE	200	200	100
MADISON		D	SIOUX CITY	12,900	12,720	99
MERRICK		D	LINCOLN & HSTNGS-KRNY PLUS	3,200	3,170	99
MORRILL		D	CHEYENNE-SCOTTSBLUFF	2,400	2,340	98
NANCE		D	LINCOLN & HSTNGS-KRNY PLUS	1,800	1,780	99
NEMAHA		D	OMAHA	3,300	3,250	98
NUCKOLLS		D	LINCOLN & HSTNGS-KRNY PLUS	2,600	2,560	98

COUNTY & SIZE			DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEBRASKA (CONT'D)						
OTOE		D	OMAHA	6,000	5,940	99
PAWNEE		D	LINCOLN & HSTNGS-KRNY PLUS	1,500	1,480	99
PERKINS		D	LINCOLN & HSTNGS-KRNY PLUS	1,500	1,490	99
PHELPS		D	LINCOLN & HSTNGS-KRNY PLUS	3,600	3,570	99
PIERCE		D	SIOUX CITY	3,100	3,070	99
PLATTE		D	LINCOLN & HSTNGS-KRNY PLUS	11,000	10,900	99
POLK		D	LINCOLN & HSTNGS-KRNY PLUS	2,300	2,290	100
RED WILLOW		D	LINCOLN & HSTNGS-KRNY PLUS	5,000	4,910	98
RICHARDSON		D	OMAHA	4,300	4,230	98
ROCK		D	LINCOLN & HSTNGS-KRNY PLUS	900	890	99
SALINE		D	LINCOLN & HSTNGS-KRNY PLUS	5,000	4,950	99
SARPY	M	B	OMAHA	31,900	31,690	99
SAUNDERS		D	OMAHA	7,000	6,930	99
SCOTTS BLUFF		D	CHEYENNE-SCOTTSBLUFF	14,200	14,010	99
SEWARD		D	OMAHA	5,900	5,710	97
SHERIDAN		D	RAPID CITY	2,900	2,860	99
SHERMAN		D	LINCOLN & HSTNGS-KRNY PLUS	1,500	1,480	99
SIOUX		D	RAPID CITY	700	690	99
STANTON		D	SIOUX CITY	2,400	2,370	99
THAYER		D	LINCOLN & HSTNGS-KRNY PLUS	2,800	2,770	99
THOMAS		D	NORTH PLATTE	400	400	100
THURSTON		D	SIOUX CITY	2,400	2,380	99
VALLEY		D	LINCOLN & HSTNGS-KRNY PLUS	2,300	2,270	99
WASHINGTON	M	D	OMAHA	5,800	5,750	99
WAYNE		D	SIOUX CITY	3,400	3,380	99
WEBSTER		D	LINCOLN & HSTNGS-KRNY PLUS	1,900	1,830	96
WHEELER		D	LINCOLN & HSTNGS-KRNY PLUS	400	390	98
YORK		D	LINCOLN & HSTNGS-KRNY PLUS	5,800	5,710	98
			STATE TOTAL	616,900	607,910	
NEVADA						
CHURCHILL		D	RENO	6,400	6,230	97
CLARK	M	B	LAS VEGAS	235,600	231,120	98
DOUGLAS		D	RENO	10,200	10,010	98
ELKO		D	SALT LAKE CITY	9,100	8,600	95
ESMERALDA		D	RENO	300	280	93
EUREKA		D	SALT LAKE CITY	500	470	94
HUMBOLDT		D	RENO	4,300	3,970	92
LANDER		D	RENO	1,900	1,820	96
LINCOLN		D	LAS VEGAS	1,400	1,360	97
LYON		D	RENO	7,100	6,860	97
MINERAL		D	RENO	2,600	2,500	96
NYE		D	LAS VEGAS	6,400	6,130	96
PERSHING		D	RENO	1,500	1,420	95
STOREY		D	RENO	600	590	98
WASHOE	M	B	RENO	98,300	95,270	97
WHITE PINE		D	SALT LAKE CITY	3,100	3,030	98
CARSON CITY		D	RENO	15,600	15,160	97
			STATE TOTAL	404,900	394,820	
NEW HAMPSHIRE						
BELKNAP		C	BOSTON	18,200	17,790	98
CARROLL		D	PORTLAND-AUBURN	13,900	13,350	96
CHESHIRE		C	BOSTON	24,800	23,970	97
COOS		D	PORTLAND-AUBURN	13,100	12,940	99
GRAFTON		C	BURLINGTON-PLATTSBURGH	25,800	25,030	97
HILLSBOROUGH		B	BOSTON	117,900	116,490	99
MERRIMACK		C	BOSTON	40,900	40,310	99
ROCKINGHAM		B	BOSTON	84,100	83,300	99
STRAFFORD		C	BOSTON	33,600	33,260	99
SULLIVAN		D	BOSTON	14,800	14,430	98
			STATE TOTAL	387,100	380,870	
NEW JERSEY						
ATLANTIC		B	PHILADELPHIA	82,100	80,770	98
BERGEN	M	A	NEW YORK	318,200	315,650	99
BURLINGTON	M	A	PHILADELPHIA	134,400	133,650	99
CAMDEN	M	A	PHILADELPHIA	179,600	178,130	99
CAPE MAY		C	PHILADELPHIA	40,700	40,160	99
CUMBERLAND		C	PHILADELPHIA	48,300	47,680	99
ESSEX	M	A	NEW YORK	310,900	305,680	98
GLOUCESTER	M	A	PHILADELPHIA	76,600	76,000	99
HUDSON	M	A	NEW YORK	215,600	211,890	98
HUNTERDON		C	NEW YORK	34,800	34,360	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEW JERSEY (CONT'D)					
MERCER	A	PHILADELPHIA	116,200	114,790	99
MIDDLESEX	M A	NEW YORK	224,800	222,690	99
MONMOUTH	A	NEW YORK	201,200	199,210	99
MORRIS	M A	NEW YORK	148,100	146,740	99
OCEAN	B	NEW YORK	166,800	164,630	99
PASSAIC	M A	NEW YORK	166,800	164,280	98
SALEM	A	PHILADELPHIA	25,000	24,790	99
SOMERSET	M A	NEW YORK	77,300	76,590	99
SUSSEX	C	NEW YORK	44,100	43,480	99
UNION	M A	NEW YORK	188,200	186,300	99
WARREN	B	NEW YORK	33,100	32,720	99
		STATE TOTAL	2,832,800	2,800,190	
NEW MEXICO					
BERNALILLO	M B	ALBUQUERQUE-SANTA FE	185,400	180,770	98
CATRON	D	TUCSON(NOGALES)	900	720	80
CHAVES	C	ROSWELL	21,500	21,050	98
CIBOLA	D	ALBUQUERQUE-SANTA FE	9,700	9,390	97
COLFAX	D	ALBUQUERQUE-SANTA FE	5,200	5,040	97
CURRY	C	AMARILLO	15,900	15,650	98
DE BACA	D	ALBUQUERQUE-SANTA FE	1,100	1,070	97
DONA ANA	C	EL PASO	42,100	41,100	98
EDDY	C	ROSWELL	19,200	18,750	98
GRANT	D	ALBUQUERQUE-SANTA FE	9,200	8,880	97
GUADALUPE	D	ALBUQUERQUE-SANTA FE	1,500	1,430	95
HARDING	D	ALBUQUERQUE-SANTA FE	400	330	83
HIDALGO	D	EL PASO	2,200	2,070	94
LEA-N	C	ROSWELL	20,700	20,350	98
LEA-S	C	ODESSA-MIDLAND	2,600	2,550	98
LINCOLN	D	ALBUQUERQUE-SANTA FE	6,100	5,780	95
LOS ALAMOS	D	ALBUQUERQUE-SANTA FE	7,300	7,120	98
LUNA	D	EL PASO	6,400	6,070	95
MCKINLEY	C	ALBUQUERQUE-SANTA FE	20,700	18,990	92
MORA	D	ALBUQUERQUE-SANTA FE	1,600	1,370	86
OTERO	C	EL PASO	17,500	17,220	98
QUAY	D	ALBUQUERQUE-SANTA FE	4,600	4,490	98
RIO ARRIBA	D	ALBUQUERQUE-SANTA FE	10,900	10,210	94
ROOSEVELT	D	ROSWELL	6,200	6,070	98
SANDOVAL	M B	ALBUQUERQUE-SANTA FE	15,700	15,150	96
SAN JUAN	C	ALBUQUERQUE-SANTA FE	32,800	31,160	95
SAN MIGUEL	D	ALBUQUERQUE-SANTA FE	8,600	8,220	96
SANTA FE	C	ALBUQUERQUE-SANTA FE	33,700	32,090	95
SIERRA	D	ALBUQUERQUE-SANTA FE	4,100	3,820	93
SOCORRO	D	ALBUQUERQUE-SANTA FE	4,600	4,420	96
TAOS	D	ALBUQUERQUE-SANTA FE	7,600	6,940	91
TORRANCE	D	ALBUQUERQUE-SANTA FE	3,300	3,190	97
UNION	D	AMARILLO	1,800	1,710	95
VALENCIA	D	ALBUQUERQUE-SANTA FE	13,500	13,110	97
		STATE TOTAL	544,600	526,280	
NEW YORK					
ALBANY	M B	ALBANY-SCHENECTADY-TROY	113,000	111,430	99
ALLEGANY	C	BUFFALO	18,100	17,600	97
BRONX	M A	NEW YORK	454,400	443,720	98
BROOME	M B	BINGHAMTON	80,700	79,680	99
CATTARAUGUS	C	BUFFALO	30,800	30,180	98
CAYUGA	C	SYRACUSE	28,900	28,510	99
CHAUTAUQUA	C	BUFFALO	54,900	54,120	99
CHEMUNG	C	ELMIRA	34,200	33,770	99
CHENANGO	C	BINGHAMTON	18,700	18,440	99
CLINTON	M C	BURLINGTON-PLATTSBURGH	26,900	26,670	99
COLUMBIA	C	ALBANY-SCHENECTADY-TROY	23,600	23,180	98
CORTLAND	C	SYRACUSE	16,600	16,440	99
DELAWARE	C	BINGHAMTON	17,500	16,990	97
DUTCHESS	B	NEW YORK	89,500	88,150	98
ERIE	M B	BUFFALO	359,800	355,910	99
ESSEX	M D	BURLINGTON-PLATTSBURGH	14,200	13,990	99
FRANKLIN	C	BURLINGTON-PLATTSBURGH	15,900	15,560	98
FULTON	C	ALBANY-SCHENECTADY-TROY	21,300	21,060	99
GENESEE	C	BUFFALO	21,200	20,970	99
GREENE	M C	ALBANY-SCHENECTADY-TROY	16,800	16,550	99
HAMILTON	D	ALBANY-SCHENECTADY-TROY	2,000	1,980	99
HERKIMER	B	UTICA	25,000	24,700	99
JEFFERSON	M C	WATERTOWN	33,400	33,140	99
KINGS	M A	NEW YORK	894,600	866,330	97
LEWIS	D	WATERTOWN	8,900	8,760	98

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEW YORK (CONT'D)					
LIVINGSTON	B	ROCHESTER	20,200	19,870	98
MADISON	M B	SYRACUSE	22,200	21,960	99
MONROE	M B	ROCHESTER	268,700	265,450	99
MONTGOMERY	M B	ALBANY-SCHENECTADY-TROY	20,300	19,990	98
NASSAU	M A	NEW YORK	448,100	444,610	99
NEW YORK	M A	NEW YORK	764,700	723,940	95
NIAGARA	M B	BUFFALO	80,000	79,190	99
ONONDAGA	M B	SYRACUSE	173,900	171,710	99
ONTARIO	B	ROCHESTER	33,500	33,180	99
ORANGE	B	NEW YORK	95,300	93,300	98
ORLEANS	B	ROCHESTER	13,900	13,740	99
OSWEGO	M B	SYRACUSE	41,100	40,670	99
OTSEGO	C	UTICA	22,100	21,760	98
PUTNAM	M A	NEW YORK	27,900	27,760	99
QUEENS	M A	NEW YORK	755,300	743,440	98
RENSSELAER	M B	ALBANY-SCHENECTADY-TROY	55,700	54,880	99
RICHMOND	M A	NEW YORK	129,400	128,170	99
ROCKLAND	M A	NEW YORK	86,700	84,750	98
ST LAWRENCE-E	C	BURLINGTON-PLATTSBURGH	13,600	13,470	99
ST LAWRENCE-W	C	WATERTOWN	25,100	24,660	98
SARATOGA	M B	ALBANY-SCHENECTADY-TROY	58,300	57,610	99
SCHENECTADY	M B	ALBANY-SCHENECTADY-TROY	58,600	58,070	99
SCHOHARIE	D	ALBANY-SCHENECTADY-TROY	10,900	10,730	98
SCHUYLER	D	SYRACUSE	6,400	6,320	99
SENECA	D	SYRACUSE	12,200	12,100	99
STEUBEN	C	ELMIRA	37,200	36,390	98
SUFFOLK	M A	NEW YORK	425,400	421,190	99
SULLIVAN	C	NEW YORK	26,500	25,330	96
TIOGA	M B	BINGHAMTON	19,000	18,740	99
TOMPKINS	C	SYRACUSE	31,800	29,020	91
ULSTER	B	NEW YORK	62,000	60,520	98
WARREN	C	ALBANY-SCHENECTADY-TROY	20,800	20,420	98
WASHINGTON	C	ALBANY-SCHENECTADY-TROY	19,900	19,690	99
WAYNE	B	ROCHESTER	31,200	30,840	99
WESTCHESTER	M A	NEW YORK	322,200	318,590	99
WYOMING	D	BUFFALO	13,600	13,440	99
YATES	D	SYRACUSE	8,500	8,340	98
ONEIDA-E	B	UTICA	54,100	53,480	99
ONEIDA-W	B	SYRACUSE	37,500	37,020	99
		STATE TOTAL	6,774,700	6,632,170	
NORTH CAROLINA					
ALAMANCE	C	GREENSBORO-H.POINT-W.SALEM	39,700	39,120	99
ALEXANDER	C	CHARLOTTE	10,100	9,890	98
ALLEGHANY	D	GREENSBORO-H.POINT-W.SALEM	3,900	3,840	98
ANSON	D	CHARLOTTE	9,000	8,900	99
ASHE	D	CHARLOTTE	9,200	8,860	96
AVERY	D	TRI-CITIES, TN-VA	5,400	5,280	98
BEAUFORT	M C	GREENVILLE-N.BERN-WASHNGTN	16,300	16,030	98
BERTIE	D	GREENVILLE-N.BERN-WASHNGTN	7,500	7,260	97
BLADEN	D	WILMINGTON	11,300	11,070	98
BRUNSWICK	M C	WILMINGTON	18,300	17,880	98
BUNCOMBE	M B	GREENVILLE-SPART-ASHEVILLE	68,200	66,840	98
BURKE	C	CHARLOTTE	28,700	28,300	99
CABARRUS	M B	CHARLOTTE	35,300	34,880	99
CALDWELL	C	CHARLOTTE	26,800	26,170	98
CAMDEN	D	NORFOLK-PORTSMTH-NEWPT NWS	2,000	1,950	98
CARTERET	C	GREENVILLE-N.BERN-WASHNGTN	20,000	19,560	98
CASWELL	D	GREENSBORO-H.POINT-W.SALEM	7,300	7,200	99
CATAWBA	C	CHARLOTTE	43,500	43,070	99
CHATHAM	D	RALEIGH-DURHAM	14,100	13,930	99
CHEROKEE	D	CHATTANOOGA	7,900	7,490	95
CHOWAN	D	NORFOLK-PORTSMTH-NEWPT NWS	5,200	5,130	99
CLAY	D	CHATTANOOGA	2,800	2,710	97
CLEVELAND	C	CHARLOTTE	31,900	31,430	99
COLUMBUS	M C	WILMINGTON	18,800	18,430	98
CRAVEN	M C	GREENVILLE-N.BERN-WASHNGTN	29,300	28,880	99
CUMBERLAND	B	RALEIGH-DURHAM	85,500	84,090	98
CURRITUCK	B	NORFOLK-PORTSMTH-NEWPT NWS	5,200	5,130	99
DARE	D	NORFOLK-PORTSMTH-NEWPT NWS	7,900	7,530	95
DAVIDSON	M B	GREENSBORO-H.POINT-W.SALEM	46,100	45,300	98
DAVIE	M D	GREENSBORO-H.POINT-W.SALEM	10,400	10,120	97
DUPLIN	C	GREENVILLE-N.BERN-WASHNGTN	15,200	14,950	98
DURHAM	M B	RALEIGH-DURHAM	64,500	63,170	98
EDGECOMBE	C	GREENVILLE-N.BERN-WASHNGTN	20,500	20,100	98
FORSYTH	M B	GREENSBORO-H.POINT-W.SALEM	104,400	102,630	98
FRANKLIN	M D	RALEIGH-DURHAM	12,000	11,800	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH CAROLINA (CONT'D)					
GASTON	M B	CHARLOTTE	63,700	62,900	99
GATES	D	NORFOLK-PORTSMTH-NEWPT NWS	3,200	3,140	98
GRAHAM	D	GREENVILLE-SPART-ASHEVILLE	2,500	2,430	97
GRANVILLE	D	RALEIGH-DURHAM	12,400	12,200	98
GREENE	M D	GREENVILLE-N.BERN-WASHNGTN	5,400	5,330	99
GUILFORD	M B	GREENSBORO-H.POINT-W.SALEM	127,300	125,730	99
HALIFAX	C	RALEIGH-DURHAM	19,600	19,130	98
HARNETT	C	RALEIGH-DURHAM	22,900	22,520	98
HAYWOOD	C	GREENVILLE-SPART-ASHEVILLE	19,100	18,620	97
HENDERSON	M C	GREENVILLE-SPART-ASHEVILLE	28,900	28,000	97
HERTFORD	D	NORFOLK-PORTSMTH-NEWPT NWS	8,200	8,030	98
HOKE	D	RALEIGH-DURHAM	7,000	6,880	98
HYDE	D	GREENVILLE-N.BERN-WASHNGTN	2,100	2,030	97
IREDELL	C	CHARLOTTE	33,400	32,800	98
JACKSON	D	GREENVILLE-SPART-ASHEVILLE	9,600	9,230	96
JOHNSTON	C	RALEIGH-DURHAM	30,100	29,570	98
JONES	D	GREENVILLE-N.BERN-WASHNGTN	3,200	3,120	98
LEE	D	RALEIGH-DURHAM	15,500	15,310	99
LENOIR	M C	GREENVILLE-N.BERN-WASHNGTN	22,300	21,940	98
LINCOLN	M C	CHARLOTTE	17,800	17,660	99
MCDOWELL	D	GREENVILLE-SPART-ASHEVILLE	13,500	13,140	97
MACON	D	GREENVILLE-SPART-ASHEVILLE	9,700	9,460	98
MADISON	M B	GREENVILLE-SPART-ASHEVILLE	6,400	6,210	97
MARTIN	D	GREENVILLE-N.BERN-WASHNGTN	9,500	9,360	99
MECKLENBURG	M B	CHARLOTTE	176,600	174,080	99
MITCHELL	D	GREENVILLE-SPART-ASHEVILLE	5,400	5,260	97
MONTGOMERY	D	GREENSBORO-H.POINT-W.SALEM	8,700	8,550	98
MOORE	C	RALEIGH-DURHAM	23,000	22,620	98
NASH-E	C	GREENVILLE-N.BERN-WASHNGTN	15,700	15,460	98
NASH-W	C	RALEIGH-DURHAM	11,400	11,180	98
NEW HANOVER	M C	WILMINGTON	45,100	44,330	98
NORTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	7,600	7,350	97
ONSLOW	C	GREENVILLE-N.BERN-WASHNGTN	36,800	36,260	99
ORANGE	M B	RALEIGH-DURHAM	32,700	31,590	97
PAMLICO	D	GREENVILLE-N.BERN-WASHNGTN	4,000	3,930	98
PASQUOTANK	D	NORFOLK-PORTSMTH-NEWPT NWS	11,400	11,180	98
PENDER	M D	WILMINGTON	9,200	8,980	98
PERQUIMANS	D	NORFOLK-PORTSMTH-NEWPT NWS	4,000	3,910	98
PERSON	D	RALEIGH-DURHAM	11,100	10,910	98
PITT	M C	GREENVILLE-N.BERN-WASHNGTN	37,300	36,670	98
POLK	M D	GREENVILLE-SPART-ASHEVILLE	5,800	5,670	98
RANDOLPH	M B	GREENSBORO-H.POINT-W.SALEM	38,400	37,710	98
RICHMOND	C	CHARLOTTE	17,600	17,330	98
ROBESON	C	WILMINGTON	35,400	34,660	98
ROCKINGHAM	C	GREENSBORO-H.POINT-W.SALEM	33,100	32,660	99
ROWAN	M B	CHARLOTTE	40,300	39,850	99
RUTHERFORD	C	GREENVILLE-SPART-ASHEVILLE	21,600	21,340	99
SAMPSON	C	RALEIGH-DURHAM	18,700	18,460	99
SCOTLAND	D	RALEIGH-DURHAM	11,800	11,620	98
STANLY	C	CHARLOTTE	19,700	19,550	99
STOKES	M B	GREENSBORO-H.POINT-W.SALEM	13,300	13,100	98
SURRY	C	GREENSBORO-H.POINT-W.SALEM	23,900	23,560	99
SWAIN	D	GREENVILLE-SPART-ASHEVILLE	4,000	3,880	97
TRANSYLVANIA	D	GREENVILLE-SPART-ASHEVILLE	9,900	9,800	99
TYRRELL	D	GREENVILLE-N.BERN-WASHNGTN	1,400	1,370	98
UNION	M B	CHARLOTTE	27,800	27,370	98
VANCE	D	RALEIGH-DURHAM	13,900	13,700	99
WAKE	M B	RALEIGH-DURHAM	142,400	140,260	98
WARREN	D	RALEIGH-DURHAM	5,700	5,590	98
WASHINGTON	D	GREENVILLE-N.BERN-WASHNGTN	5,200	5,050	97
WATAUGA	D	CHARLOTTE	12,600	12,190	97
WAYNE	C	RALEIGH-DURHAM	36,000	35,380	98
WILKES	C	GREENSBORO-H.POINT-W.SALEM	23,500	23,040	98
WILSON	C	RALEIGH-DURHAM	23,800	23,440	98
YADKIN	M B	GREENSBORO-H.POINT-W.SALEM	11,400	11,240	99
YANCEY	D	GREENVILLE-SPART-ASHEVILLE	5,700	5,340	94
		STATE TOTAL	2,380,400	2,339,080	
NORTH DAKOTA					
ADAMS	D	MINOT-BISMARCK-DICKINSON	1,300	1,270	98
BARNES	D	FARGO-VALLEY CITY	5,000	4,950	99
BENSON	D	FARGO-VALLEY CITY	2,500	2,450	98
BILLINGS	D	MINOT-BISMARCK-DICKINSON	400	400	100
BOTTINEAU	D	MINOT-BISMARCK-DICKINSON	3,200	3,190	100
BOWMAN	D	MINOT-BISMARCK-DICKINSON	1,600	1,550	97
BURKE	D	MINOT-BISMARCK-DICKINSON	1,400	1,360	97
BURLEIGH	C	MINOT-BISMARCK-DICKINSON	23,500	23,190	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH DAKOTA (CONT'D)					
CASS	C	FARGO-VALLEY CITY	38,800	38,110	98
CAVALIER	D	FARGO-VALLEY CITY	2,600	2,580	99
DICKEY	D	FARGO-VALLEY CITY	2,500	2,420	97
DIVIDE	D	MINOT-BISMARCK-DICKINSON	1,200	1,180	98
DUNN	D	MINOT-BISMARCK-DICKINSON	1,600	1,550	97
EDDY	D	FARGO-VALLEY CITY	1,300	1,290	99
EMMONS	D	MINOT-BISMARCK-DICKINSON	2,000	1,980	99
FOSTER	D	FARGO-VALLEY CITY	1,600	1,570	98
GOLDEN VALLEY	D	MINOT-BISMARCK-DICKINSON	900	890	99
GRAND FORKS	C	FARGO-VALLEY CITY	24,000	23,650	99
GRANT	D	MINOT-BISMARCK-DICKINSON	1,600	1,580	99
GRIGGS	D	FARGO-VALLEY CITY	1,400	1,390	99
HETTINGER	D	MINOT-BISMARCK-DICKINSON	1,500	1,470	98
KIDDER	D	MINOT-BISMARCK-DICKINSON	1,400	1,390	99
LA MOURE	D	FARGO-VALLEY CITY	2,300	2,280	99
LOGAN	D	MINOT-BISMARCK-DICKINSON	1,200	1,180	98
MCHENRY	D	MINOT-BISMARCK-DICKINSON	2,800	2,740	98
MCINTOSH	D	MINOT-BISMARCK-DICKINSON	1,900	1,860	98
MCKENZIE	D	MINOT-BISMARCK-DICKINSON	2,800	2,770	99
MCLEAN	D	MINOT-BISMARCK-DICKINSON	4,600	4,530	98
MERCER	D	MINOT-BISMARCK-DICKINSON	5,300	5,210	98
MORTON	C	MINOT-BISMARCK-DICKINSON	9,900	9,790	99
MOUNTRAIL	D	MINOT-BISMARCK-DICKINSON	2,900	2,830	98
NELSON	D	FARGO-VALLEY CITY	2,000	1,990	100
OLIVER	D	MINOT-BISMARCK-DICKINSON	800	790	99
PEMBINA	D	FARGO-VALLEY CITY	3,700	3,620	98
PIERCE	D	MINOT-BISMARCK-DICKINSON	2,000	1,980	99
RAMSEY	D	FARGO-VALLEY CITY	5,000	4,900	98
RANSOM	D	FARGO-VALLEY CITY	2,400	2,370	99
RENVILLE	D	MINOT-BISMARCK-DICKINSON	1,300	1,290	99
RICHLAND	D	FARGO-VALLEY CITY	7,000	6,910	99
ROLETTE	D	MINOT-BISMARCK-DICKINSON	3,700	3,630	98
SARGENT	D	FARGO-VALLEY CITY	2,000	1,970	99
SHERIDAN	D	MINOT-BISMARCK-DICKINSON	1,000	980	98
SIOUX	D	MINOT-BISMARCK-DICKINSON	900	880	98
SLOPE	D	MINOT-BISMARCK-DICKINSON	400	400	100
STARK	D	MINOT-BISMARCK-DICKINSON	9,000	8,910	99
STEELE	D	FARGO-VALLEY CITY	1,100	1,080	98
STUTSMAN	D	FARGO-VALLEY CITY	9,200	9,060	98
TOWNER	D	FARGO-VALLEY CITY	1,600	1,580	99
TRAILL	D	FARGO-VALLEY CITY	3,400	3,370	99
WALSH	D	FARGO-VALLEY CITY	5,700	5,620	99
WARD	C	MINOT-BISMARCK-DICKINSON	21,700	21,370	98
WELLS	D	MINOT-BISMARCK-DICKINSON	2,700	2,640	98
WILLIAMS	D	MINOT-BISMARCK-DICKINSON	10,500	10,350	99
		STATE TOTAL	252,100	248,290	
OHIO					
ADAMS	D	CINCINNATI	9,200	9,000	98
ALLEN	B	LIMA	40,800	40,180	98
ASHLAND	C	CLEVELAND,AKRON	16,700	16,410	98
ASHTABULA	C	CLEVELAND,AKRON	37,600	37,170	99
ATHENS	C	CHARLESTON-HUNTINGTON	19,800	19,090	96
AUGLAIZE	B	DAYTON	16,100	15,980	99
BELMONT	M B	WHEELING-STEUBENVILLE	31,200	30,890	99
BROWN	D	CINCINNATI	12,400	12,180	98
BUTLER	A	CINCINNATI	98,400	97,370	99
CARROLL	B	CLEVELAND,AKRON	9,900	9,800	99
CHAMPAIGN	B	DAYTON	13,000	12,840	99
CLARK	M B	DAYTON	54,700	54,060	99
CLERMONT	M A	CINCINNATI	49,500	48,970	99
CLINTON	D	DAYTON	13,500	13,360	99
COLUMBIANA	C	YOUNGSTOWN	41,400	40,740	98
COSHOCTON	D	CLEVELAND,AKRON	14,000	13,590	97
CRAWFORD	C	CLEVELAND,AKRON	18,500	18,230	99
CUYAHOGA	M A	CLEVELAND,AKRON	570,000	563,270	99
DARKE	C	DAYTON	20,600	20,220	98
DEFIANCE	D	TOLEDO	14,200	14,050	99
DELAWARE	M B	COLUMBUS, OH	21,000	20,730	99
ERIE	C	CLEVELAND,AKRON	29,100	28,850	99
FAIRFIELD	M B	COLUMBUS, OH	34,800	34,570	99
FAYETTE	D	COLUMBUS, OH	10,100	9,970	99
FRANKLIN	M B	COLUMBUS, OH	360,100	356,570	99
FULTON	M B	TOLEDO	14,300	14,020	98
GALLIA	D	CHARLESTON-HUNTINGTON	11,100	10,910	98
GEAUGA	M A	CLEVELAND,AKRON	25,000	24,600	98
GREENE	M B	DAYTON	45,700	45,210	99
GUERNSEY	C	WHEELING-STEUBENVILLE	15,300	15,060	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OHIO (CONT'D)					
HAMILTON	M A	CINCINNATI	335,900	331,600	99
HANCOCK	C	TOLEDO	24,900	24,550	99
HARDIN	D	TOLEDO	11,900	11,740	99
HARRISON	D	WHEELING-STEUBENVILLE	6,200	6,140	99
HENRY	D	TOLEDO	10,400	10,270	99
HIGHLAND	D	CINCINNATI	13,500	13,130	97
HOCKING	D	COLUMBUS, OH	9,900	9,750	98
HOLMES	D	CLEVELAND,AKRON	9,100	8,150	90
HURON	C	CLEVELAND,AKRON	20,200	20,010	99
JACKSON	D	CHARLESTON-HUNTINGTON	11,200	10,970	98
JEFFERSON	M B	WHEELING-STEUBENVILLE	32,100	31,820	99
KNOX	C	COLUMBUS, OH	17,600	17,430	99
LAKE	M A	CLEVELAND,AKRON	78,100	77,730	100
LAWRENCE	M B	CHARLESTON-HUNTINGTON	23,500	23,230	99
LICKING	M C	COLUMBUS, OH	46,900	46,240	99
LOGAN	D	DAYTON	15,600	15,410	99
LORAIN	M A	CLEVELAND,AKRON	96,000	95,000	99
LUCAS	M B	TOLEDO	178,100	176,340	99
MADISON	M B	COLUMBUS, OH	11,600	11,400	98
MAHONING	M B	YOUNGSTOWN	104,200	103,290	99
MARION	C	COLUMBUS, OH	23,900	23,650	99
MEDINA	M A	CLEVELAND,AKRON	40,000	39,740	99
MEIGS	D	CHARLESTON-HUNTINGTON	9,000	8,750	97
MERCER	D	DAYTON	13,300	13,130	99
MIAMI	M B	DAYTON	33,800	33,280	98
MONROE	D	WHEELING-STEUBENVILLE	6,100	6,010	99
MONTGOMERY	M B	DAYTON	222,500	220,280	99
MORGAN	D	COLUMBUS, OH	5,300	5,260	99
MORROW	D	COLUMBUS, OH	10,000	9,870	99
MUSKINGUM	C	ZANESVILLE	31,800	31,340	99
NOBLE	D	WHEELING-STEUBENVILLE	4,400	4,290	98
OTTAWA	M B	TOLEDO	15,200	15,050	99
PAULDING	D	FT. WAYNE	7,400	7,210	97
PERRY	D	COLUMBUS, OH	11,700	11,440	98
PICKAWAY	M B	COLUMBUS, OH	15,500	15,360	99
PIKE	D	COLUMBUS, OH	9,100	8,930	98
PORTAGE	A	CLEVELAND,AKRON	48,600	48,020	99
PREBLE	M B	DAYTON	14,700	14,390	98
PUTNAM	B	TOLEDO	11,000	10,910	99
RICHLAND	C	CLEVELAND,AKRON	49,000	48,320	99
ROSS	C	COLUMBUS, OH	24,400	24,040	99
SANDUSKY	C	TOLEDO	23,600	23,450	99
SCIOTO	C	CHARLESTON-HUNTINGTON	30,600	30,030	98
SENECA	C	TOLEDO	21,900	21,690	99
SHELBY	C	DAYTON	15,500	15,380	99
STARK	B	CLEVELAND,AKRON	139,500	138,010	99
SUMMIT	A	CLEVELAND,AKRON	194,200	192,300	99
TRUMBULL	M B	YOUNGSTOWN	87,900	87,050	99
TUSCARAWAS	C	CLEVELAND,AKRON	33,200	32,570	98
UNION	M D	COLUMBUS, OH	11,100	10,980	99
VAN WERT	B	FT. WAYNE	11,600	11,530	99
VINTON	D	CHARLESTON-HUNTINGTON	4,400	4,240	96
WARREN	M A	CINCINNATI	36,300	35,790	99
WASHINGTON	M B	PARKERSBURG	23,900	23,550	99
WAYNE	C	CLEVELAND,AKRON	36,000	35,190	98
WILLIAMS	D	TOLEDO	14,000	13,780	98
WOOD	M B	TOLEDO	38,600	38,170	99
WYANDOT	D	TOLEDO	8,100	8,050	99
		STATE TOTAL	4,062,000	4,013,020	
OKLAHOMA					
ADAIR	D	TULSA	7,000	6,750	96
ALFALFA	D	OKLAHOMA CITY	2,700	2,630	97
ATOKA	D	ADA-ARDMORE	4,900	4,800	98
BEAVER	D	WICHITA-HUTCHINSON PLUS	3,100	3,030	98
BECKHAM	D	OKLAHOMA CITY	9,200	8,820	96
BLAINE	D	OKLAHOMA CITY	5,200	5,090	98
BRYAN	M D	ADA-ARDMORE	13,100	12,800	98
CADDO	D	OKLAHOMA CITY	12,800	12,580	98
CANADIAN	M B	OKLAHOMA CITY	26,100	25,690	98
CARTER	M C	ADA-ARDMORE	18,200	17,860	98
CHEROKEE	D	TULSA	12,600	12,270	97
CHOCTAW	D	ADA-ARDMORE	6,100	5,840	96
CIMARRON	D	AMARILLO	1,600	1,460	91
CLEVELAND	M B	OKLAHOMA CITY	60,500	59,700	99
COAL	D	ADA-ARDMORE	2,200	2,160	98
COMANCHE	M C	WICHITA FALLS & LAWTON	38,400	37,730	98

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OKLAHOMA (CONT'D)					
COTTON	M D	WICHITA FALLS & LAWTON	2,900	2,870	99
CRAIG	D	TULSA	5,700	5,570	98
CREEK	M B	TULSA	27,100	26,430	98
CUSTER	D	OKLAHOMA CITY	12,500	12,290	98
DELAWARE	D	TULSA	11,200	10,940	98
DEWEY	D	OKLAHOMA CITY	2,200	2,140	97
ELLIS	D	OKLAHOMA CITY	2,200	2,110	96
GARFIELD	C	OKLAHOMA CITY	25,900	25,490	98
GARVIN	D	OKLAHOMA CITY	11,600	11,320	98
GRADY	D	OKLAHOMA CITY	16,900	16,450	97
GRANT	D	OKLAHOMA CITY	2,600	2,470	95
GREER	D	OKLAHOMA CITY	3,000	2,960	99
HARMON	D	OKLAHOMA CITY	1,700	1,670	98
HARPER	D	OKLAHOMA CITY	1,800	1,740	97
HASKELL	D	TULSA	4,800	4,700	98
HUGHES	D	OKLAHOMA CITY	5,800	5,790	100
JACKSON	D	WICHITA FALLS & LAWTON	11,100	10,910	98
JEFFERSON	D	WICHITA FALLS & LAWTON	3,400	3,300	97
JOHNSTON	M D	ADA-ARDMORE	4,100	4,040	99
KAY	C	OKLAHOMA CITY	20,900	20,610	99
KINGFISHER	D	OKLAHOMA CITY	5,700	5,600	98
KIOWA	D	OKLAHOMA CITY	5,300	5,180	98
LATIMER	D	TULSA	3,700	3,490	94
LE FLORE	M B	FT. SMITH	17,100	16,600	97
LINCOLN	D	OKLAHOMA CITY	12,500	12,230	98
LOGAN	M D	OKLAHOMA CITY	11,400	11,180	98
LOVE	D	DALLAS-FT. WORTH	3,300	3,180	96
MCCLAIN	M B	OKLAHOMA CITY	9,200	9,040	98
MCCURTAIN	D	SHREVEPORT	13,200	12,810	97
MCINTOSH	D	TULSA	7,200	7,040	98
MAJOR	D	OKLAHOMA CITY	3,300	3,220	98
MARSHALL	M D	ADA-ARDMORE	5,100	4,990	98
MAYES	M B	TULSA	13,300	13,050	98
MURRAY	D	OKLAHOMA CITY	5,000	4,940	99
MUSKOGEE	C	TULSA	27,300	26,830	98
NOBLE	D	OKLAHOMA CITY	4,900	4,800	98
NOWATA	D	TULSA	4,400	4,290	98
OKFUSKEE	D	TULSA	4,500	4,280	95
OKLAHOMA	M B	OKLAHOMA CITY	256,300	252,330	98
OKMULGEE	D	TULSA	15,200	14,700	97
OSAGE	M B	TULSA	16,400	16,170	99
OTTAWA	D	JOPLIN-PITTSBURG	13,200	12,920	98
PAWNEE	D	TULSA	7,000	6,850	98
PAYNE	C	OKLAHOMA CITY	25,200	24,550	97
PITTSBURG		TULSA	17,100	16,790	98
PONTOTOC	M D	ADA-ARDMORE	13,500	13,280	98
POTTAWATOMIE	M B	OKLAHOMA CITY	24,300	23,920	98
PUSHMATAHA	D	ADA-ARDMORE	5,300	5,000	94
ROGER MILLS	D	OKLAHOMA CITY	2,200	2,130	97
ROGERS	M B	TULSA	20,700	20,300	98
SEMINOLE	D	OKLAHOMA CITY	11,000	10,790	98
SEQUOYAH	M B	FT. SMITH	12,700	12,330	97
STEPHENS	C	WICHITA FALLS & LAWTON	17,600	17,270	98
TEXAS	D	AMARILLO	6,600	6,450	98
TILLMAN	M D	WICHITA FALLS & LAWTON	4,300	4,230	98
TULSA	M B	TULSA	209,500	205,790	98
WAGONER	M B	TULSA	18,600	18,300	98
WASHINGTON	C	TULSA	18,900	18,730	99
WASHITA	D	OKLAHOMA CITY	5,500	5,320	97
WOODS	D	OKLAHOMA CITY	4,100	4,030	98
WOODWARD	D	OKLAHOMA CITY	8,300	8,070	97
		STATE TOTAL	1,291,000	1,266,010	
OREGON					
BAKER	D	PORTLAND, OR	6,100	5,540	91
BENTON	C	PORTLAND, OR	23,700	22,510	95
CLACKAMAS	M B	PORTLAND, OR	92,600	89,950	97
CLATSOP	D	PORTLAND, OR	12,900	12,140	94
COLUMBIA	D	PORTLAND, OR	13,400	13,100	98
COOS	C	EUGENE	23,300	22,210	95
CROOK	D	PORTLAND, OR	5,200	4,930	95
CURRY	D	MEDFORD-KLAMATH FALLS	7,000	6,720	96
DESCHUTES	M C	BEND, OR	26,700	25,850	97
DOUGLAS	C	EUGENE	35,500	34,000	96
GILLIAM	D	PORTLAND, OR	800	770	96
GRANT	D	BOISE	3,200	2,940	92
HARNEY	D	PORTLAND, OR	2,900	2,710	93

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OREGON (CONT'D)					
HOOD RIVER	D	PORTLAND, OR	6,200	5,950	96
JACKSON	M C	MEDFORD-KLAMATH FALLS	53,800	51,940	97
JEFFERSON	D	PORTLAND, OR	4,600	4,230	92
JOSEPHINE	C	MEDFORD-KLAMATH FALLS	28,200	26,990	96
KLAMATH	C	MEDFORD-KLAMATH FALLS	22,100	21,540	97
LAKE	D	MEDFORD-KLAMATH FALLS	3,000	2,890	96
LANE	M B	EUGENE	104,300	100,110	96
LINCOLN	D	PORTLAND, OR	15,700	14,700	94
LINN	C	PORTLAND, OR	33,300	32,200	97
MALHEUR	D	BOISE	10,000	9,760	98
MARION	M B	PORTLAND, OR	80,800	78,320	97
MORROW	D	YAKIMA	3,000	2,870	96
MULTNOMAH	M B	PORTLAND, OR	238,800	231,140	97
POLK	B	PORTLAND, OR	17,200	16,840	98
SHERMAN	D	PORTLAND, OR	800	750	94
TILLAMOOK	D	PORTLAND, OR	8,600	8,210	95
UMATILLA	C	YAKIMA	22,200	21,410	96
UNION	D	PORTLAND, OR	8,700	8,340	96
WALLOWA	D	SPOKANE	3,000	2,820	94
WASCO	D	PORTLAND, OR	8,400	7,920	94
WASHINGTON	M B	PORTLAND, OR	107,600	105,780	98
WHEELER	D	PORTLAND, OR	700	680	97
YAMHILL	C	PORTLAND, OR	21,000	20,420	97
		STATE TOTAL	1,055,300	1,019,180	
PENNSYLVANIA					
ADAMS	M B	HARRISBURG-LNCSTR-LEB-YORK	25,300	24,820	98
ALLEGHENY	M A	PITTSBURGH	550,000	543,350	99
ARMSTRONG	C	PITTSBURGH	30,300	29,960	99
BEAVER	M A	PITTSBURGH	71,700	71,010	99
BEDFORD	C	JOHNSTOWN-ALTOONA	17,600	17,140	97
BERKS	B	PHILADELPHIA	126,500	124,650	99
BLAIR	M C	JOHNSTOWN-ALTOONA	51,200	50,580	99
BRADFORD	C	BINGHAMTON	23,800	23,310	98
BUCKS	M A	PHILADELPHIA	183,700	182,290	99
BUTLER	C	PITTSBURGH	55,100	54,620	99
CAMBRIA	M B	JOHNSTOWN-ALTOONA	64,100	63,450	99
CAMERON	D	JOHNSTOWN-ALTOONA	2,700	2,610	97
CARBON	B	WILKES BARRE-SCRANTON	21,500	21,240	99
CENTRE	C	JOHNSTOWN-ALTOONA	39,400	38,150	97
CHESTER	M A	PHILADELPHIA	121,600	119,850	99
CLARION	C	PITTSBURGH	14,900	14,480	97
CLEARFIELD	C	JOHNSTOWN-ALTOONA	30,900	30,370	98
CLINTON	D	WILKES BARRE-SCRANTON	14,300	14,020	98
COLUMBIA	M C	WILKES BARRE-SCRANTON	23,200	22,800	98
CRAWFORD	C	ERIE	32,500	31,890	98
CUMBERLAND	M B	HARRISBURG-LNCSTR-LEB-YORK	72,000	71,160	99
DAUPHIN	M B	HARRISBURG-LNCSTR-LEB-YORK	96,300	95,090	99
DELAWARE	M A	PHILADELPHIA	205,700	204,120	99
ELK	D	JOHNSTOWN-ALTOONA	13,800	13,530	98
ERIE	M B	ERIE	103,100	102,130	99
FAYETTE	M B	PITTSBURGH	60,200	59,590	99
FOREST	D	PITTSBURGH	1,900	1,810	95
FRANKLIN	C	WASHINGTON, DC	44,900	43,460	97
FULTON	D	JOHNSTOWN-ALTOONA	5,400	5,270	98
GREENE	C	PITTSBURGH	15,400	15,180	99
HUNTINGDON	C	JOHNSTOWN-ALTOONA	15,300	15,010	98
INDIANA	C	PITTSBURGH	32,600	32,050	98
JEFFERSON	C	JOHNSTOWN-ALTOONA	19,100	18,840	99
JUNIATA	D	HARRISBURG-LNCSTR-LEB-YORK	7,600	7,390	97
LACKAWANNA	M B	WILKES BARRE-SCRANTON	85,200	84,510	99
LANCASTER	M B	HARRISBURG-LNCSTR-LEB-YORK	142,600	135,140	95
LAWRENCE	C	PITTSBURGH	38,300	37,940	99
LEBANON	M C	HARRISBURG-LNCSTR-LEB-YORK	41,900	40,890	98
LEHIGH	B	PHILADELPHIA	111,600	110,270	99
LUZERNE	M B	WILKES BARRE-SCRANTON	129,400	128,330	99
LYCOMING	C	WILKES BARRE-SCRANTON	44,000	43,270	98
MCKEAN	C	BUFFALO	18,400	18,020	98
MERCER	C	YOUNGSTOWN	46,600	46,090	99
MIFFLIN	C	HARRISBURG-LNCSTR-LEB-YORK	18,000	17,370	97
MONROE	M B	WILKES BARRE-SCRANTON	32,900	32,360	98
MONTGOMERY	M A	PHILADELPHIA	248,600	246,510	99
MONTOUR	D	WILKES BARRE-SCRANTON	6,000	5,840	97
NORTHAMPTON	B	PHILADELPHIA	89,300	88,250	99
NORTHUMBERLND	C	WILKES BARRE-SCRANTON	40,300	39,600	98
PERRY	M B	HARRISBURG-LNCSTR-LEB-YORK	14,900	14,670	98
PHILADELPHIA	M A	PHILADELPHIA	634,900	623,600	98
PIKE	D	NEW YORK	9,200	9,120	99
POTTER	D	BUFFALO	6,900	6,600	96
SCHUYLKILL	B	WILKES BARRE-SCRANTON	63,300	62,360	99
SNYDER	D	WILKES BARRE-SCRANTON	12,600	11,820	94
SOMERSET	M B	JOHNSTOWN-ALTOONA	30,900	30,420	98
SULLIVAN	D	WILKES BARRE-SCRANTON	2,300	2,220	97
SUSQUEHANNA	B	WILKES BARRE-SCRANTON	15,000	14,590	97
TIOGA	C	ELMIRA	14,900	14,400	97
UNION	D	WILKES BARRE-SCRANTON	11,100	10,560	95
VENANGO	C	PITTSBURGH	23,900	23,480	98
WARREN	C	ERIE	17,700	17,310	98
WASHINGTON	M A	PITTSBURGH	80,800	79,920	99
WAYNE	D	WILKES BARRE-SCRANTON	15,100	14,590	97
WESTMORELAND	M A	PITTSBURGH	145,300	143,670	99
WYOMING	M D	WILKES BARRE-SCRANTON	10,300	10,100	98
YORK	M B	HARRISBURG-LNCSTR-LEB-YORK	125,200	123,450	99
		STATE TOTAL	4,591,000	4,452,490	
RHODE ISLAND					
BRISTOL	M B	PROVIDENCE-NEW BEDFORD	16,100	16,010	99
KENT	M B	PROVIDENCE-NEW BEDFORD	58,900	58,590	99
NEWPORT	C	PROVIDENCE-NEW BEDFORD	30,500	30,180	99
PROVIDENCE	M B	PROVIDENCE-NEW BEDFORD	219,500	217,130	99
WASHINGTON	B	PROVIDENCE-NEW BEDFORD	36,600	36,230	99
		STATE TOTAL	361,600	358,140	
SOUTH CAROLINA					
ABBEVILLE	D	GREENVILLE-SPART-ASHEVILLE	8,700	8,490	98
AIKEN	M B	AUGUSTA	45,900	45,180	98
ALLENDALE	D	AUGUSTA	3,800	3,660	96
ANDERSON	C	GREENVILLE-SPART-ASHEVILLE	55,800	55,180	99
BAMBERG	D	AUGUSTA	6,700	5,960	96
BARNWELL	D	AUGUSTA	7,600	7,440	98
BEAUFORT	C	SAVANNAH	29,100	28,600	98
BERKELEY	M B	CHARLESTON, SC	43,700	42,920	98
CALHOUN	D	COLUMBIA, SC	4,500	4,400	98
CHARLESTON	M B	CHARLESTON, SC	101,700	100,130	98
CHEROKEE	C	GREENVILLE-SPART-ASHEVILLE	15,300	15,080	99
CHESTER	D	CHARLOTTE	11,000	10,800	98
CHESTERFIELD	D	FLORENCE, SC	14,700	14,450	98
CLARENDON	D	COLUMBIA, SC	9,800	9,520	97
COLLETON	D	CHARLESTON, SC	12,500	12,240	98
DARLINGTON	C	FLORENCE, SC	23,200	22,880	99
DILLON	D	FLORENCE, SC	10,600	10,410	98
DORCHESTER	M B	CHARLESTON, SC	27,300	26,900	99
EDGEFIELD	D	AUGUSTA	6,100	5,970	98
FAIRFIELD	D	COLUMBIA, SC	6,900	6,780	98
FLORENCE	C	FLORENCE, SC	42,500	41,910	99
GEORGETOWN	C	CHARLESTON, SC	16,800	16,450	98
GREENVILLE	M B	GREENVILLE-SPART-ASHEVILLE	120,100	118,270	98
GREENWOOD	C	GREENVILLE-SPART-ASHEVILLE	23,300	23,030	99
HAMPTON	D	SAVANNAH	6,900	6,730	98
HORRY	C	WILMINGTON	51,300	50,440	98
JASPER	D	SAVANNAH	5,600	5,420	97
KERSHAW	D	COLUMBIA, SC	16,000	15,740	98
LANCASTER	C	CHARLOTTE	20,700	20,390	99
LAURENS	C	GREENVILLE-SPART-ASHEVILLE	18,800	18,570	99
LEE	D	COLUMBIA, SC	6,000	5,840	97
LEXINGTON	M B	COLUMBIA, SC	63,100	62,190	99
MCCORMICK	D	AUGUSTA	2,500	2,460	98
MARION	D	FLORENCE, SC	12,100	11,830	98
MARLBORO	D	FLORENCE, SC	10,700	10,500	98
NEWBERRY	D	GREENVILLE-SPART-ASHEVILLE	12,400	12,130	98
OCONEE	C	GREENVILLE-SPART-ASHEVILLE	21,100	20,750	98
ORANGEBURG	C	COLUMBIA, SC	31,100	30,430	98
PICKENS	M B	GREENVILLE-SPART-ASHEVILLE	31,100	30,700	99
RICHLAND	M B	COLUMBIA, SC	100,700	99,220	99
SALUDA	D	AUGUSTA	6,100	6,020	99
SPARTANBURG	M B	GREENVILLE-SPART-ASHEVILLE	82,000	80,960	99
SUMTER	C	COLUMBIA, SC	32,500	31,910	98
UNION	D	GREENVILLE-SPART-ASHEVILLE	11,200	11,030	98
WILLIAMSBURG	D	CHARLESTON, SC	13,100	12,840	98
YORK	M C	CHARLOTTE	44,100	43,540	99
		STATE TOTAL	1,246,200	1,226,290	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
SOUTH DAKOTA					
AURORA	D	SIOUX FALLS(MITCHELL)	1,100	1,080	98
BEADLE	D	SIOUX FALLS(MITCHELL)	7,300	7,160	98
BENNETT	D	RAPID CITY	1,000	930	93
BON HOMME	D	SIOUX FALLS(MITCHELL)	3,000	2,940	98
BROOKINGS	D	SIOUX FALLS(MITCHELL)	8,800	8,630	98
BROWN	D	SIOUX FALLS(MITCHELL)	14,200	14,050	99
BRULE	D	SIOUX FALLS(MITCHELL)	2,100	2,060	98
BUFFALO	D	SIOUX FALLS(MITCHELL)	400	380	95
BUTTE	D	RAPID CITY	3,300	3,190	97
CAMPBELL	D	MINOT-BISMARCK-DICKINSON	800	780	98
CHARLES MIX	D	SIOUX FALLS(MITCHELL)	3,300	3,240	98
CLARK	D	SIOUX FALLS(MITCHELL)	1,900	1,870	98
CLAY	D	SIOUX FALLS(MITCHELL)	4,800	4,740	99
CODINGTON	D	SIOUX FALLS(MITCHELL)	8,700	8,590	99
CORSON	D	MINOT-BISMARCK-DICKINSON	1,500	1,460	97
CUSTER	D	RAPID CITY	2,700	2,660	99
DAVISON	D	SIOUX FALLS(MITCHELL)	6,700	6,510	97
DAY	D	SIOUX FALLS(MITCHELL)	3,000	2,950	98
DEUEL	D	SIOUX FALLS(MITCHELL)	1,900	1,880	99
DEWEY	D	MINOT-BISMARCK-DICKINSON	1,500	1,460	97
DOUGLAS	D	SIOUX FALLS(MITCHELL)	1,400	1,360	97
EDMUNDS	D	SIOUX FALLS(MITCHELL)	1,800	1,730	96
FALL RIVER	D	RAPID CITY	3,300	3,160	96
FAULK	D	SIOUX FALLS(MITCHELL)	1,200	1,170	98
GRANT	D	SIOUX FALLS(MITCHELL)	3,200	3,160	99
GREGORY	D	SIOUX FALLS(MITCHELL)	2,100	2,080	99
HAAKON	D	RAPID CITY	1,000	970	97
HAMLIN	D	SIOUX FALLS(MITCHELL)	1,900	1,840	97
HAND	D	SIOUX FALLS(MITCHELL)	1,800	1,780	99
HANSON	D	SIOUX FALLS(MITCHELL)	1,100	1,090	99
HARDING	D	RAPID CITY	600	590	98
HUGHES	D	SIOUX FALLS(MITCHELL)	6,100	6,030	99
HUTCHINSON	D	SIOUX FALLS(MITCHELL)	3,300	3,210	97
HYDE	D	SIOUX FALLS(MITCHELL)	800	790	99
JACKSON	D	RAPID CITY	1,200	1,170	98
JERAULD	D	SIOUX FALLS(MITCHELL)	1,100	1,090	99
JONES	D	SIOUX FALLS(MITCHELL)	600	590	98
KINGSBURY	D	SIOUX FALLS(MITCHELL)	2,600	2,570	99
LAKE	D	SIOUX FALLS(MITCHELL)	4,200	4,150	99
LAWRENCE	M D	RAPID CITY	7,800	7,580	97
LINCOLN	D	SIOUX FALLS(MITCHELL)	5,200	5,150	99
LYMAN	D	SIOUX FALLS(MITCHELL)	1,300	1,290	99
MCCOOK	D	SIOUX FALLS(MITCHELL)	2,300	2,280	99
MCPHERSON	D	SIOUX FALLS(MITCHELL)	1,500	1,480	99
MARSHALL	D	SIOUX FALLS(MITCHELL)	2,000	1,970	99
MEADE	M D	RAPID CITY	7,900	7,710	98
MELLETTE	D	SIOUX FALLS(MITCHELL)	700	680	97
MINER	D	SIOUX FALLS(MITCHELL)	1,400	1,380	99
MINNEHAHA	C	SIOUX FALLS(MITCHELL)	49,700	49,060	99
MOODY	D	SIOUX FALLS(MITCHELL)	2,400	2,390	100
PENNINGTON	M C	RAPID CITY	29,700	29,130	98
PERKINS	D	RAPID CITY	1,800	1,760	98
POTTER	D	SIOUX FALLS(MITCHELL)	1,300	1,270	98
ROBERTS	D	SIOUX FALLS(MITCHELL)	3,800	3,630	96
SANBORN	D	SIOUX FALLS(MITCHELL)	1,200	1,160	97
SHANNON	D	RAPID CITY	2,500	2,400	96
SPINK	D	SIOUX FALLS(MITCHELL)	3,300	3,250	98
STANLEY	D	SIOUX FALLS(MITCHELL)	900	880	98
SULLY	D	SIOUX FALLS(MITCHELL)	700	670	96
TODD	D	SIOUX FALLS(MITCHELL)	1,900	1,820	96
TRIPP	D	SIOUX FALLS(MITCHELL)	2,700	2,660	99
TURNER	D	SIOUX FALLS(MITCHELL)	3,500	3,450	99
UNION	D	SIOUX CITY	4,200	4,140	99
WALWORTH	D	MINOT-BISMARCK-DICKINSON	2,700	2,640	98
YANKTON	D	SIOUX FALLS(MITCHELL)	7,100	6,970	98
ZIEBACH	D	RAPID CITY	600	570	95
		STATE TOTAL	267,400	262,460	
TENNESSEE					
ANDERSON	M B	KNOXVILLE	27,300	26,940	99
BEDFORD	D	NASHVILLE	10,900	10,770	99
BENTON	D	NASHVILLE	6,200	6,040	97
BLEDSOE	D	CHATTANOOGA	3,400	3,270	96
BLOUNT	M B	KNOXVILLE	32,100	31,690	99
BRADLEY	C	CHATTANOOGA	26,800	26,410	99
CAMPBELL	D	KNOXVILLE	13,600	13,260	98
CANNON	D	NASHVILLE	4,200	4,090	97
CARROLL	D	NASHVILLE	10,800	10,560	98
CARTER	M B	TRI-CITIES, TN-VA	19,900	19,690	99
CHEATHAM	M B	NASHVILLE	9,200	9,060	98
CHESTER	D	MEMPHIS	4,800	4,730	99
CLAIBORNE	D	KNOXVILLE	9,700	9,380	97
CLAY	D	NASHVILLE	3,200	2,990	93
COCKE	D	KNOXVILLE	11,300	11,080	98
COFFEE	D	NASHVILLE	15,700	15,380	98
CROCKETT	D	MEMPHIS	5,200	5,130	99
CUMBERLAND	D	KNOXVILLE	12,300	11,910	97
DAVIDSON	M B	NASHVILLE	197,700	195,350	99
DECATUR	D	NASHVILLE	4,500	4,390	98
DE KALB	D	NASHVILLE	5,700	5,590	98
DICKSON	M B	NASHVILLE	12,300	12,100	98
DYER	D	MEMPHIS	13,300	13,070	98
FAYETTE	D	MEMPHIS	8,200	7,980	97
FENTRESS	D	KNOXVILLE	5,600	5,320	95
FRANKLIN	D	NASHVILLE	12,000	11,790	98
GIBSON	C	MEMPHIS	18,900	18,630	99
GILES	D	NASHVILLE	9,400	9,240	98
GRAINGER	M D	KNOXVILLE	6,300	6,160	98
GREENE	C	TRI-CITIES, TN-VA	21,200	20,740	98
GRUNDY	D	CHATTANOOGA	5,100	4,870	95
HAMBLEN	C	KNOXVILLE	21,200	20,910	99
HAMILTON	M B	CHATTANOOGA	111,100	109,560	99
HANCOCK	D	KNOXVILLE	2,300	2,260	98
HARDEMAN	D	MEMPHIS	8,300	8,120	98
HARDIN	M D	JACKSON, TN	8,600	8,320	97
HAWKINS	M B	TRI-CITIES, TN-VA	17,400	16,990	98
HAYWOOD	D	MEMPHIS	7,000	6,840	98
HENDERSON	M D	JACKSON, TN	9,000	8,620	96
HENRY	D	NASHVILLE	11,700	11,220	96
HICKMAN	D	NASHVILLE	5,600	5,510	98
HOUSTON	D	NASHVILLE	2,300	2,240	97
HUMPHREYS	D	NASHVILLE	6,200	6,070	98
JACKSON	D	NASHVILLE	3,300	3,210	97
JEFFERSON	M D	KNOXVILLE	12,400	12,210	98
JOHNSON	D	TRI-CITIES, TN-VA	5,400	5,240	97
KNOX	M B	KNOXVILLE	131,800	129,850	99
LAKE	D	PADUCAH-C.GIRARDEAU-HARRBG	2,600	2,550	98
LAUDERDALE	D	MEMPHIS	9,300	9,080	98
LAWRENCE	D	NASHVILLE	13,200	12,670	96
LEWIS	D	NASHVILLE	3,600	3,560	99
LINCOLN	D	HUNTSVILLE-DECATUR	10,400	10,240	98
LOUDON	D	KNOXVILLE	11,800	11,620	98
MCMINN	C	CHATTANOOGA	16,200	15,990	99
MCNAIRY	D	MEMPHIS	9,400	9,200	98
MACON	D	NASHVILLE	6,100	5,990	98
MADISON	M C	JACKSON, TN	29,800	29,290	98
MARION	M B	CHATTANOOGA	9,400	9,150	97
MARSHALL	D	NASHVILLE	8,000	7,870	98
MAURY	C	NASHVILLE	20,700	20,380	98
MEIGS	D	CHATTANOOGA	2,800	2,750	98
MONROE	D	KNOXVILLE	11,000	10,820	98
MONTGOMERY	B	NASHVILLE	31,900	31,500	99
MOORE	D	NASHVILLE	1,800	1,720	96
MORGAN	D	KNOXVILLE	5,500	5,350	97
OBION	D	PADUCAH-C.GIRARDEAU-HARRBG	13,100	12,880	98
OVERTON	D	NASHVILLE	6,600	6,440	98
PERRY	D	NASHVILLE	2,500	2,440	98
PICKETT	D	NASHVILLE	1,600	1,570	98
POLK	D	CHATTANOOGA	4,900	4,790	98
PUTNAM	C	NASHVILLE	19,000	18,400	97
RHEA	D	CHATTANOOGA	9,200	8,980	98
ROANE	C	KNOXVILLE	18,700	18,460	99
ROBERTSON	M B	NASHVILLE	14,500	14,270	98
RUTHERFORD	M B	NASHVILLE	37,300	36,830	99
SCOTT	D	KNOXVILLE	7,400	7,210	97
SEQUATCHIE	M B	CHATTANOOGA	3,300	3,260	99
SEVIER	M C	KNOXVILLE	19,000	18,690	98
SHELBY	M B	MEMPHIS	295,100	290,200	98
SMITH	D	NASHVILLE	5,700	5,530	97
STEWART	D	NASHVILLE	3,700	3,650	99
SULLIVAN	M B	TRI-CITIES, TN-VA	57,600	56,770	99
SUMNER	M B	NASHVILLE	34,200	33,670	98
TIPTON	M B	MEMPHIS	12,200	12,000	98
TROUSDALE	D	NASHVILLE	2,500	2,440	98
UNICOI	M B	TRI-CITIES, TN-VA	6,500	6,290	97
UNION	M B	KNOXVILLE	4,800	4,640	97

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TENNESSEE (CONT'D)					
VAN BUREN	D	NASHVILLE	1,500	1,470	98
WARREN	D	NASHVILLE	13,100	12,840	98
WASHINGTON	M B	TRI-CITIES, TN-VA	34,900	34,280	98
WAYNE	D	NASHVILLE	5,300	5,170	98
WEAKLEY	D	PADUCAH-C.GIRARDEAU-HARRBG	12,400	12,200	98
WHITE	D	NASHVILLE	7,800	7,430	95
WILLIAMSON	M B	NASHVILLE	25,400	25,140	99
WILSON	M B	NASHVILLE	23,900	23,600	99
		STATE TOTAL	1,817,600	1,786,050	
TEXAS					
ANDERSON	D	DALLAS-FT. WORTH	15,100	14,330	95
ANDREWS	D	ODESSA-MIDLAND	5,400	5,370	99
ANGELINA	C	TYLER	25,000	24,450	98
ARANSAS	D	CORPUS CHRISTI	7,100	6,890	97
ARCHER	M D	WICHITA FALLS & LAWTON	3,000	2,970	99
ARMSTRONG	M D	AMARILLO	800	790	99
ATASCOSA	D	SAN ANTONIO	10,200	9,960	98
AUSTIN	D	HOUSTON	8,100	7,700	95
BAILEY	D	LUBBOCK	2,700	2,610	97
BANDERA	D	SAN ANTONIO	3,800	3,740	98
BASTROP	D	AUSTIN	13,100	12,740	97
BAYLOR	M D	WICHITA FALLS & LAWTON	1,900	1,870	98
BEE	D	CORPUS CHRISTI	8,900	8,690	98
BELL	M B	WACO-TEMPLE	61,700	60,580	98
BEXAR	M B	SAN ANTONIO	394,400	385,410	98
BLANCO	D	AUSTIN	2,500	2,420	97
BORDEN	D	LUBBOCK	300	290	97
BOSQUE	D	DALLAS-FT. WORTH	6,200	6,110	99
BOWIE	M C	SHREVEPORT	31,000	30,510	98
BRAZORIA	M A	HOUSTON	69,000	68,100	99
BRAZOS	C	WACO-TEMPLE	45,700	44,280	97
BREWSTER	D	ODESSA-MIDLAND	2,900	2,730	94
BRISCOE	D	AMARILLO	1,000	990	99
BROOKS	D	CORPUS CHRISTI	2,900	2,790	96
BROWN	D	ABILENE-SWEETWATER	14,200	13,860	98
BURLESON	D	WACO-TEMPLE	5,300	5,130	97
BURNET	D	AUSTIN	10,400	10,270	99
CALDWELL	D	AUSTIN	9,100	8,880	98
CALHOUN	D	HOUSTON	7,400	7,250	98
CALLAHAN	C	ABILENE-SWEETWATER	4,900	4,810	98
CAMERON	M B	HARLINGEN-WESLACO-BRNSVLLE	73,600	71,470	97
CAMP	D	SHREVEPORT	4,000	3,900	98
CARSON	M D	AMARILLO	2,400	2,370	99
CASS	D	SHREVEPORT	11,400	11,210	98
CASTRO	D	AMARILLO	3,300	3,270	99
CHAMBERS	D	HOUSTON	8,100	7,940	98
CHEROKEE	M D	TYLER	15,500	15,040	97
CHILDRESS	D	AMARILLO	2,600	2,520	97
CLAY	M C	WICHITA FALLS & LAWTON	4,100	4,050	99
COCHRAN	D	LUBBOCK	1,600	1,580	99
COKE	D	ABILENE-SWEETWATER	1,300	1,260	97
COLEMAN	D	ABILENE-SWEETWATER	4,300	4,220	98
COLLIN	M A	DALLAS-FT. WORTH	71,600	70,570	99
COLLINGSWORTH	D	AMARILLO	1,700	1,640	96
COLORADO	D	HOUSTON	7,600	7,420	98
COMAL	M B	SAN ANTONIO	18,300	17,920	98
COMANCHE	D	DALLAS-FT. WORTH	5,000	4,880	98
CONCHO	D	SAN ANGELO	1,100	1,080	98
COOKE	D	DALLAS-FT. WORTH	11,500	11,160	97
CORYELL	M B	WACO-TEMPLE	17,500	17,230	98
COTTLE	D	AMARILLO	1,100	1,070	97
CRANE	D	ODESSA-MIDLAND	1,700	1,690	99
CROCKETT	D	ODESSA-MIDLAND	1,600	1,550	97
CROSBY	D	LUBBOCK	2,800	2,740	98
CULBERSON	D	EL PASO	1,000	940	94
DALLAM	D	AMARILLO	2,600	2,500	96
DALLAS	M A	DALLAS-FT. WORTH	715,600	703,290	98
DAWSON	D	LUBBOCK	5,500	5,380	98
DEAF SMITH	D	AMARILLO	6,600	6,470	98
DELTA	D	DALLAS-FT. WORTH	1,800	1,750	97
DENTON	M A	DALLAS-FT. WORTH	74,900	73,250	98
DE WITT	D	SAN ANTONIO	7,200	7,050	98
DICKENS	D	LUBBOCK	1,300	1,240	95
DIMMIT	D	SAN ANTONIO	3,400	3,160	93
DONLEY	D	AMARILLO	1,600	1,550	97
DUVAL	D	CORPUS CHRISTI	4,300	4,130	96

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)					
EASTLAND	D	ABILENE-SWEETWATER	8,000	7,820	98
ECTOR	M C	ODESSA-MIDLAND	51,000	50,290	99
EDWARDS	D	SAN ANTONIO	700	640	91
ELLIS	M A	DALLAS-FT. WORTH	26,200	25,760	98
EL PASO	M B	EL PASO	169,300	166,510	98
ERATH	D	DALLAS-FT. WORTH	10,300	10,020	97
FALLS	M D	WACO-TEMPLE	7,300	7,090	97
FANNIN	D	DALLAS-FT. WORTH	9,900	9,700	98
FAYETTE	D	AUSTIN	8,300	7,980	96
FISHER	D	ABILENE-SWEETWATER	2,100	2,080	99
FLOYD	D	LUBBOCK	3,100	3,040	98
FOARD	D	WICHITA FALLS & LAWTON	900	880	98
FORT BEND	M A	HOUSTON	66,500	65,150	98
FRANKLIN	D	SHREVEPORT	3,200	3,120	98
FREESTONE	D	DALLAS-FT. WORTH	6,700	6,480	97
FRIO	D	SAN ANTONIO	4,500	4,380	97
GAINES	D	ODESSA-MIDLAND	4,900	4,730	97
GALVESTON	M A	HOUSTON	80,700	79,130	98
GARZA	D	LUBBOCK	1,800	1,760	98
GILLESPIE	D	SAN ANTONIO	6,500	6,320	97
GLASSCOCK	D	ODESSA-MIDLAND	400	390	98
GOLIAD	D	SAN ANTONIO	1,900	1,840	97
GONZALES	D	SAN ANTONIO	6,400	6,290	98
GRAY	D	AMARILLO	10,400	10,260	99
GRAYSON	C	DALLAS-FT. WORTH	38,200	37,590	98
GREGG	B	SHREVEPORT	42,800	42,160	99
GRIMES	D	HOUSTON	5,800	5,630	97
GUADALUPE	M B	SAN ANTONIO	20,700	20,200	98
HALE	D	LUBBOCK	12,300	12,130	99
HALL	D	AMARILLO	2,000	1,960	98
HAMILTON	D	DALLAS-FT. WORTH	3,700	3,630	98
HANSFORD	D	AMARILLO	2,500	2,470	99
HARDEMAN	D	WICHITA FALLS & LAWTON	2,400	2,370	99
HARDIN	M B	BEAUMONT-PORT ARTHUR	15,800	15,460	98
HARRIS	M A	HOUSTON	1,055,300	1,032,610	98
HARRISON	B	SHREVEPORT	20,400	19,980	98
HARTLEY	D	AMARILLO	1,300	1,280	98
HASKELL	D	ABILENE-SWEETWATER	2,800	2,750	98
HAYS	M B	AUSTIN	18,900	18,450	98
HEMPHILL	D	AMARILLO	2,200	2,150	98
HENDERSON	C	DALLAS-FT. WORTH	23,600	22,830	97
HIDALGO	M B	HARLINGEN-WESLACO-BRNSVLLE	101,700	99,080	97
HILL	D	DALLAS-FT. WORTH	10,700	10,530	98
HOCKLEY	D	LUBBOCK	8,600	8,450	98
HOOD	A	DALLAS-FT. WORTH	11,100	11,030	99
HOPKINS	D	DALLAS-FT. WORTH	11,400	11,170	98
HOUSTON	D	TYLER	8,800	8,470	96
HOWARD	D	ODESSA-MIDLAND	13,200	12,990	98
HUDSPETH	D	EL PASO	800	770	96
HUNT	C	DALLAS-FT. WORTH	25,500	25,080	98
HUTCHINSON	D	AMARILLO	10,700	10,570	99
IRION	D	SAN ANGELO	600	590	98
JACK	D	DALLAS-FT. WORTH	3,000	2,950	98
JACKSON	D	HOUSTON	4,800	4,510	94
JASPER	D	BEAUMONT-PORT ARTHUR	12,500	12,150	97
JEFF DAVIS	D	ODESSA-MIDLAND	600	530	88
JEFFERSON	M B	BEAUMONT-PORT ARTHUR	94,900	93,240	98
JIM HOGG	D	CORPUS CHRISTI	1,900	1,810	95
JIM WELLS	M D	CORPUS CHRISTI	12,600	12,220	97
JOHNSON	M A	DALLAS-FT. WORTH	33,500	32,910	98
JONES	C	ABILENE-SWEETWATER	6,700	6,610	99
KARNES	D	SAN ANTONIO	4,600	4,490	98
KAUFMAN	M A	DALLAS-FT. WORTH	17,600	17,400	99
KENDALL	D	SAN ANTONIO	5,200	5,090	98
KENEDY	D	CORPUS CHRISTI	200	200	100
KENT	D	LUBBOCK	400	390	98
KERR	D	SAN ANTONIO	15,100	14,320	95
KIMBLE	D	DALLAS-FT. WORTH	1,600	1,520	95
KING	D	WICHITA FALLS & LAWTON	200	180	90
KINNEY	D	SAN ANTONIO	800	760	95
KLEBERG	M D	CORPUS CHRISTI	10,800	10,570	98
KNOX	D	WICHITA FALLS & LAWTON	1,900	1,850	97
LAMAR	C	DALLAS-FT. WORTH	17,200	16,670	97
LAMB	D	LUBBOCK	6,100	6,010	99
LAMPASAS	D	WACO-TEMPLE	5,500	5,360	97
LA SALLE	D	SAN ANTONIO	1,800	1,720	96
LAVACA	D	SAN ANTONIO	7,500	7,130	95
LEE	D	AUSTIN	4,900	4,760	97
LEON	D	WACO-TEMPLE	5,500	5,220	95

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COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)					
LIBERTY	M A	HOUSTON	20,400	19,870	97
LIMESTONE	D	DALLAS-FT. WORTH	8,800	8,640	98
LIPSCOMB	D	AMARILLO	1,400	1,350	96
LIVE OAK	D	CORPUS CHRISTI	3,600	3,520	98
LLANO	D	AUSTIN	5,600	5,520	99
LOVING	D	ODESSA-MIDLAND	100	100	100
LUBBOCK	M B	LUBBOCK	79,000	77,770	98
LYNN	D	LUBBOCK	2,600	2,570	99
MCCULLOCH	D	SAN ANGELO	3,600	3,480	97
MCLENNAN	M B	WACO-TEMPLE	70,700	69,630	98
MCMULLEN	D	SAN ANTONIO	300	290	97
MADISON	D	WACO-TEMPLE	3,700	3,620	98
MARION	D	SHREVEPORT	4,200	4,080	97
MARTIN	D	ODESSA-MIDLAND	1,600	1,580	99
MASON	D	AUSTIN	1,600	1,530	96
MATAGORDA	D	HOUSTON	16,100	15,660	97
MAVERICK	D	SAN ANTONIO	10,000	9,440	94
MEDINA	D	SAN ANTONIO	9,000	8,820	98
MENARD	D	SAN ANGELO	900	850	94
MIDLAND	M C	ODESSA-MIDLAND	43,600	42,860	98
MILAM	D	WACO-TEMPLE	9,100	8,820	97
MILLS	D	WACO-TEMPLE	1,900	1,840	97
MITCHELL	D	ABILENE-SWEETWATER	3,300	3,230	98
MONTAGUE	D	WICHITA FALLS & LAWTON	7,400	7,260	98
MONTGOMERY	M A	HOUSTON	60,800	59,580	98
MOORE	D	AMARILLO	6,000	5,960	99
MORRIS	D	SHREVEPORT	5,400	5,300	98
MOTLEY	D	LUBBOCK	800	770	96
NACOGDOCHES	C	TYLER	19,200	18,620	97
NAVARRO	D	DALLAS-FT. WORTH	15,500	15,300	99
NEWTON	D	BEAUMONT-PORT ARTHUR	5,100	4,920	96
NOLAN	D	ABILENE-SWEETWATER	6,500	6,420	99
NUECES	M B	CORPUS CHRISTI	102,100	100,080	98
OCHILTREE	D	AMARILLO	3,800	3,720	98
OLDHAM	D	AMARILLO	700	690	99
ORANGE	M B	BEAUMONT-PORT ARTHUR	31,100	30,400	98
PALO PINTO	D	DALLAS-FT. WORTH	10,100	9,850	98
PANOLA	D	SHREVEPORT	8,500	8,260	97
PARKER	M A	DALLAS-FT. WORTH	21,800	21,470	98
PARMER	D	AMARILLO	3,400	3,310	97
PECOS	D	ODESSA-MIDLAND	5,000	4,860	97
POLK	D	HOUSTON	12,500	11,960	96
POTTER	M B	AMARILLO	41,900	41,240	98
PRESIDIO	D	ODESSA-MIDLAND	1,800	1,700	94
RAINS	D	DALLAS-FT. WORTH	2,600	2,450	94
RANDALL	M B	AMARILLO	35,200	34,800	99
REAGAN	D	ODESSA-MIDLAND	1,500	1,490	99
REAL	D	SAN ANTONIO	1,000	950	95
RED RIVER	D	SHREVEPORT	6,400	6,290	98
REEVES	D	ODESSA-MIDLAND	4,800	4,670	97
REFUGIO	D	CORPUS CHRISTI	3,100	3,060	99
ROBERTS	D	AMARILLO	400	400	100
ROBERTSON	C	WACO-TEMPLE	6,300	6,150	98
ROCKWALL	M A	DALLAS-FT. WORTH	8,900	8,820	99
RUNNELS	D	ABILENE-SWEETWATER	4,800	4,750	99
RUSK	C	SHREVEPORT	17,000	16,620	98
SABINE	D	BEAUMONT-PORT ARTHUR	4,300	4,130	96
SAN AUGUSTINE	D	SHREVEPORT	3,300	3,210	97
SAN JACINTO	D	HOUSTON	6,000	5,580	93
SAN PATRICIO	M B	CORPUS CHRISTI	20,000	19,630	98
SAN SABA	D	WACO-TEMPLE	2,400	2,340	98
SCHLEICHER	D	SAN ANGELO	1,000	960	96
SCURRY	D	ABILENE-SWEETWATER	7,200	7,110	99
SHACKELFORD	D	ABILENE-SWEETWATER	1,500	1,470	98
SHELBY	D	SHREVEPORT	9,500	9,290	98
SHERMAN	D	AMARILLO	1,100	1,070	97
SMITH	M C	TYLER	58,800	57,630	98
SOMERVELL	D	DALLAS-FT. WORTH	1,900	1,800	95
STARR	M D	HARLINGEN-WESLACO-BRNSVLLE	9,500	8,970	94
STEPHENS	D	ABILENE-SWEETWATER	4,300	4,150	97
STERLING	D	ABILENE-SWEETWATER	400	390	98
STONEWALL	D	ABILENE-SWEETWATER	1,000	990	99
SUTTON	D	SAN ANGELO	1,900	1,810	95
SWISHER	D	AMARILLO	3,300	3,260	99
TARRANT	M A	DALLAS-FT. WORTH	411,700	404,620	98
TAYLOR	C	ABILENE-SWEETWATER	44,900	44,260	99
TERRELL	D	ODESSA-MIDLAND	600	580	97
TERRY	D	LUBBOCK	5,300	5,260	99
THROCKMORTON	D	WICHITA FALLS & LAWTON	900	880	98
TITUS	D	SHREVEPORT	8,900	8,750	98
TOM GREEN	C	SAN ANGELO	36,700	36,110	98
TRAVIS	M B	AUSTIN	231,600	225,370	97
TRINITY	D	HOUSTON	4,700	4,610	98
TYLER	D	BEAUMONT-PORT ARTHUR	8,000	7,780	97
UPSHUR	D	SHREVEPORT	12,200	11,900	98
UPTON	D	ODESSA-MIDLAND	1,800	1,770	98
UVALDE	D	SAN ANTONIO	7,900	7,570	96
VAL VERDE	D	SAN ANTONIO	12,700	12,220	96
VAN ZANDT	D	DALLAS-FT. WORTH	15,600	15,290	98
VICTORIA	M C	VICTORIA	27,300	26,630	98
WALKER	C	HOUSTON	16,600	16,100	97
WALLER	M A	HOUSTON	7,300	7,060	97
WARD	D	ODESSA-MIDLAND	5,200	5,120	98
WASHINGTON	D	HOUSTON	9,200	8,870	96
WEBB	M C	LAREDO	32,600	31,800	98
WHARTON	C	HOUSTON	15,400	14,860	97
WHEELER	D	AMARILLO	3,200	3,140	98
WICHITA	M C	WICHITA FALLS & LAWTON	46,200	45,600	99
WILBARGER	M D	WICHITA FALLS & LAWTON	6,200	6,100	98
WILLACY	M D	HARLINGEN-WESLACO-BRNSVLLE	4,900	4,750	97
WILLIAMSON	M B	AUSTIN	39,700	38,880	98
WILSON	D	SAN ANTONIO	6,700	6,520	97
WINKLER	D	ODESSA-MIDLAND	3,500	3,440	98
WISE	A	DALLAS-FT. WORTH	12,700	12,550	99
WOOD	D	DALLAS-FT. WORTH	11,500	11,340	99
YOAKUM	D	LUBBOCK	3,500	3,420	98
YOUNG	D	WICHITA FALLS & LAWTON	8,300	8,170	98
ZAPATA	M D	LAREDO	2,600	2,470	95
ZAVALA	D	SAN ANTONIO	3,200	3,060	96
		STATE TOTAL	6,084,900	5,957,530	
UTAH					
BEAVER	D	SALT LAKE CITY	1,700	1,670	98
BOX ELDER	D	SALT LAKE CITY	11,100	10,920	98
CACHE	C	SALT LAKE CITY	20,600	19,840	96
CARBON	D	SALT LAKE CITY	8,300	8,130	98
DAGGETT	D	SALT LAKE CITY	200	190	95
DAVIS	M B	SALT LAKE CITY	52,000	51,500	99
DUCHESNE	D	SALT LAKE CITY	4,500	4,380	97
EMERY	D	SALT LAKE CITY	3,600	3,520	98
GARFIELD	D	SALT LAKE CITY	1,200	1,120	93
GRAND	D	SALT LAKE CITY	2,900	2,760	95
IRON	D	SALT LAKE CITY	6,800	6,620	97
JUAB	D	SALT LAKE CITY	1,800	1,740	97
KANE	D	SALT LAKE CITY	1,600	1,530	96
MILLARD	D	SALT LAKE CITY	4,600	4,550	99
MORGAN	M D	SALT LAKE CITY	1,500	1,450	97
PIUTE	D	SALT LAKE CITY	400	390	98
RICH	D	SALT LAKE CITY	700	690	99
SALT LAKE	M B	SALT LAKE CITY	238,500	234,180	98
SAN JUAN	D	SALT LAKE CITY	3,200	2,770	87
SANPETE	D	SALT LAKE CITY	5,300	5,190	98
SEVIER	D	SALT LAKE CITY	5,100	5,010	98
SUMMIT	D	SALT LAKE CITY	4,800	4,740	99
TOOELE	M B	SALT LAKE CITY	9,200	9,030	98
UINTAH	D	SALT LAKE CITY	8,200	8,140	99
UTAH	M B	SALT LAKE CITY	69,600	67,130	96
WASATCH	D	SALT LAKE CITY	3,300	3,240	98
WASHINGTON	D	SALT LAKE CITY	11,400	10,900	96
WAYNE	D	SALT LAKE CITY	600	590	98
WEBER	M B	SALT LAKE CITY	55,600	54,850	99
		STATE TOTAL	538,300	526,770	
VERMONT					
ADDISON	D	BURLINGTON-PLATTSBURGH	11,100	10,840	98
BENNINGTON	D	ALBANY-SCHENECTADY-TROY	13,600	13,260	98
CALEDONIA	D	BURLINGTON-PLATTSBURGH	10,300	10,030	97
CHITTENDEN	M C	BURLINGTON-PLATTSBURGH	45,300	44,380	98
ESSEX	D	BURLINGTON-PLATTSBURGH	2,500	2,440	98
FRANKLIN	M D	BURLINGTON-PLATTSBURGH	13,200	13,020	99
GRAND ISLE	M D	BURLINGTON-PLATTSBURGH	1,800	1,780	99
LAMOILLE	D	BURLINGTON-PLATTSBURGH	6,900	6,730	98
ORANGE	D	BURLINGTON-PLATTSBURGH	9,200	8,950	97
ORLEANS	D	BURLINGTON-PLATTSBURGH	8,900	8,750	98
RUTLAND	C	BURLINGTON-PLATTSBURGH	23,200	22,680	98
WASHINGTON	C	BURLINGTON-PLATTSBURGH	20,500	20,000	98
WINDHAM	D	BOSTON	16,200	14,920	92

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
VERMONT (CONT'D)					
WINDSOR	C	BURLINGTON-PLATTSBURGH	21,600	20,610	95
		STATE TOTAL	204,300	198,390	
VIRGINIA					
ACCOMACK	D	NORFOLK-PORTSMTH-NEWPT NWS	11,600	11,220	97
ALBEMARLE	M C	RICHMOND-PETRSBG,CHARLTSVL	39,800	38,460	97
ALLEGHANY	D	ROANOKE-LYNCHBURG	9,500	9,330	98
AMELIA	D	RICHMOND-PETRSBG,CHARLTSVL	2,700	2,600	96
AMHERST	M B	ROANOKE-LYNCHBURG	9,900	9,720	98
APPOMATTOX	B	ROANOKE-LYNCHBURG	4,500	4,440	99
ARLINGTON	M A	WASHINGTON, DC	130,600	126,890	97
AUGUSTA	C	RICHMOND-PETRSBG,CHARLTSVL	33,300	32,690	98
BATH	D	ROANOKE-LYNCHBURG	2,000	1,940	97
BEDFORD	M C	ROANOKE-LYNCHBURG	15,300	14,990	98
BLAND	D	ROANOKE-LYNCHBURG	2,200	2,160	98
BOTETOURT	M B	ROANOKE-LYNCHBURG	8,900	8,780	99
BRUNSWICK	D	RICHMOND-PETRSBG,CHARLTSVL	5,000	4,910	98
BUCHANAN	D	TRI-CITIES, TN-VA	12,400	12,090	98
BUCKINGHAM	D	RICHMOND-PETRSBG,CHARLTSVL	3,900	3,810	98
CAMPBELL	M B	ROANOKE-LYNCHBURG	41,300	40,710	99
CAROLINE	D	RICHMOND-PETRSBG,CHARLTSVL	6,400	6,270	98
CARROLL	D	ROANOKE-LYNCHBURG	12,600	12,230	97
CHARLOTTE	D	ROANOKE-LYNCHBURG	4,000	3,910	98
CHARLES CITY	M B	RICHMOND-PETRSBG,CHARLTSVL	2,000	1,950	98
CHESTERFIELD	M B	RICHMOND-PETRSBG,CHARLTSVL	63,100	62,610	99
CLARKE	D	WASHINGTON, DC	3,900	3,810	98
CRAIG	B	ROANOKE-LYNCHBURG	1,500	1,470	98
CULPEPER	D	WASHINGTON, DC	8,500	8,220	97
CUMBERLAND	D	RICHMOND-PETRSBG,CHARLTSVL	2,800	2,730	98
DICKENSON	D	TRI-CITIES, TN-VA	7,000	6,880	98
DINWIDDIE	M C	RICHMOND-PETRSBG,CHARLTSVL	21,500	21,150	98
ESSEX	D	RICHMOND-PETRSBG,CHARLTSVL	3,100	2,980	96
FAIRFAX	M A	WASHINGTON, DC	269,100	266,520	99
FAUQUIER	D	WASHINGTON, DC	14,700	14,390	98
FLOYD	D	ROANOKE-LYNCHBURG	4,500	4,350	97
FLUVANNA	C	RICHMOND-PETRSBG,CHARLTSVL	4,100	3,940	96
FRANKLIN	D	ROANOKE-LYNCHBURG	12,800	12,610	99
FREDERICK	C	WASHINGTON, DC	20,900	20,620	99
GILES	D	ROANOKE-LYNCHBURG	6,200	6,120	99
GLOUCESTER	M B	NORFOLK-PORTSMTH-NEWPT NWS	10,000	9,840	98
GOOCHLAND	M B	RICHMOND-PETRSBG,CHARLTSVL	4,200	4,090	97
GRAYSON	D	GREENSBORO-H.POINT-W.SALEM	6,300	6,110	97
GREENE	C	RICHMOND-PETRSBG,CHARLTSVL	3,100	2,860	92
GREENSVILLE	D	RICHMOND-PETRSBG,CHARLTSVL	5,000	4,890	98
HALIFAX	D	ROANOKE-LYNCHBURG	12,100	11,790	97
HANOVER	M B	RICHMOND-PETRSBG,CHARLTSVL	18,900	18,630	99
HENRICO	M B	RICHMOND-PETRSBG,CHARLTSVL	76,600	75,480	99
HENRY	C	ROANOKE-LYNCHBURG	27,900	27,530	99
HIGHLAND	D	ROANOKE-LYNCHBURG	1,100	1,080	98
ISLE OF WIGHT	D	NORFOLK-PORTSMTH-NEWPT NWS	8,400	8,230	98
JAMES CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	12,800	12,560	98
KING & QUEEN	D	RICHMOND-PETRSBG,CHARLTSVL	2,200	2,100	95
KING GEORGE	D	WASHINGTON, DC	4,000	3,970	99
KING WILLIAM	D	RICHMOND-PETRSBG,CHARLTSVL	3,500	3,450	99
LANCASTER	D	RICHMOND-PETRSBG,CHARLTSVL	4,200	4,110	98
LEE	D	TRI-CITIES, TN-VA	9,500	9,240	97
LOUDOUN	M A	WASHINGTON, DC	24,400	24,170	99
LOUISA	D	RICHMOND-PETRSBG,CHARLTSVL	6,800	6,600	97
LUNENBURG	D	RICHMOND-PETRSBG,CHARLTSVL	4,100	4,000	98
MADISON	D	RICHMOND-PETRSBG,CHARLTSVL	3,900	3,670	94
MATHEWS	D	NORFOLK-PORTSMTH-NEWPT NWS	3,700	3,610	98
MECKLENBURG	D	RALEIGH-DURHAM	10,500	10,300	98
MIDDLESEX	D	RICHMOND-PETRSBG,CHARLTSVL	3,400	3,340	98
MONTGOMERY	C	ROANOKE-LYNCHBURG	26,300	25,650	98
NELSON	D	RICHMOND-PETRSBG,CHARLTSVL	4,300	4,130	96
NEW KENT	M B	RICHMOND-PETRSBG,CHARLTSVL	3,900	3,840	98
NORTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	5,500	5,360	97
NORTHUMBERLND	D	RICHMOND-PETRSBG,CHARLTSVL	4,000	3,840	96
NOTTOWAY	D	RICHMOND-PETRSBG,CHARLTSVL	5,500	5,420	99
ORANGE	D	RICHMOND-PETRSBG,CHARLTSVL	7,400	7,280	98
PAGE	D	WASHINGTON, DC	7,600	7,440	98
PATRICK	D	GREENSBORO-H.POINT-W.SALEM	6,500	6,390	98
PITTSYLVANIA	C	ROANOKE-LYNCHBURG	40,600	39,980	98
POWHATAN	M B	RICHMOND-PETRSBG,CHARLTSVL	3,800	3,730	98
PRINCE EDWARD	D	RICHMOND-PETRSBG,CHARLTSVL	5,100	4,980	98
PRINCE GEORGE	M C	RICHMOND-PETRSBG,CHARLTSVL	15,300	15,120	99
PRINCE WM	M A	WASHINGTON, DC	61,100	60,470	99
PULASKI	D	ROANOKE-LYNCHBURG	12,900	12,700	98
RAPPAHANNOCK	D	WASHINGTON, DC	2,500	2,450	98
RICHMOND	D	RICHMOND-PETRSBG,CHARLTSVL	2,500	2,450	98
ROANOKE	M B	ROANOKE-LYNCHBURG	77,300	76,380	99
ROCKBRIDGE	D	ROANOKE-LYNCHBURG	10,200	9,930	97
ROCKINGHAM	C	HARRISONBURG	27,800	26,640	96
RUSSELL	D	TRI-CITIES, TN-VA	11,900	11,540	97
SCOTT	M B	TRI-CITIES, TN-VA	8,900	8,670	97
SHENANDOAH	D	WASHINGTON, DC	11,300	11,050	98
SMYTH	D	TRI-CITIES, TN-VA	11,800	11,620	98
SOUTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	7,700	7,500	97
SPOTSYLVANIA	C	WASHINGTON, DC	20,300	19,870	98
STAFFORD	M C	WASHINGTON, DC	16,500	16,310	99
SUFFOLK CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	17,400	17,060	98
SURRY	D	NORFOLK-PORTSMTH-NEWPT NWS	2,000	1,960	98
SUSSEX	D	RICHMOND-PETRSBG,CHARLTSVL	3,400	3,310	97
TAZEWELL	C	BECKLEY-BLUEFIELD-OAK HILL	17,600	17,230	98
VIRGINIA BCH	M B	NORFOLK-PORTSMTH-NEWPT NWS	113,700	112,690	99
WARREN	D	WASHINGTON, DC	9,000	8,810	98
WASHINGTON	M B	TRI-CITIES, TN-VA	24,000	23,500	98
WESTMORELAND	D	WASHINGTON, DC	5,800	5,700	98
WISE	C	TRI-CITIES, TN-VA	17,300	16,890	98
WYTHE	D	ROANOKE-LYNCHBURG	9,500	9,330	98
YORK	M B	NORFOLK-PORTSMTH-NEWPT NWS	16,400	16,220	99
CHSPEAKE CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	45,200	44,540	99
NORFOLK CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	94,900	93,410	98
PRTSMUTH CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	39,500	38,940	99
HAMPTON CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	44,200	43,490	98
NWPRT NWS CTY	M B	NORFOLK-PORTSMTH-NEWPT NWS	57,700	56,960	99
RICHMOND-IND	M B	RICHMOND-PETRSBG,CHARLTSVL	88,300	86,960	98
		STATE TOTAL	2,092,600	2,056,890	
WASHINGTON					
ADAMS	D	SPOKANE	5,100	4,960	97
ASOTIN	D	SPOKANE	7,200	7,070	98
BENTON	C	YAKIMA	38,100	37,200	98
CHELAN	C	SEATTLE-TACOMA	20,800	20,060	96
CLALLAM	C	SEATTLE-TACOMA	21,600	20,200	94
CLARK	M B	PORTLAND, OR	80,700	78,590	97
COLUMBIA	D	SPOKANE	1,600	1,520	95
COWLITZ	C	PORTLAND, OR	30,600	29,990	98
DOUGLAS	D	SPOKANE	9,700	9,440	97
FERRY	D	SPOKANE	2,100	1,930	92
FRANKLIN	C	YAKIMA	12,900	12,300	95
GARFIELD	D	SPOKANE	1,000	980	98
GRANT	C	SPOKANE	20,100	19,440	97
GRAYS HARBOR	C	SEATTLE-TACOMA	25,200	24,290	96
ISLAND	C	SEATTLE-TACOMA	19,500	18,940	97
JEFFERSON	D	SEATTLE-TACOMA	7,900	7,430	94
KING	M A	SEATTLE-TACOMA	567,300	548,980	97
KITSAP	C	SEATTLE-TACOMA	65,000	63,100	97
KITTITAS	D	YAKIMA	9,800	9,330	95
KLICKITAT	D	PORTLAND, OR	6,300	5,860	93
LEWIS	C	SEATTLE-TACOMA	22,300	21,050	94
LINCOLN	D	SPOKANE	3,800	3,750	99
MASON	D	SEATTLE-TACOMA	14,200	13,780	97
OKANOGAN	D	SPOKANE	13,000	12,400	95
PACIFIC	D	SEATTLE-TACOMA	7,400	7,100	96
PEND OREILLE	D	SPOKANE	3,400	3,300	97
PIERCE	M A	SEATTLE-TACOMA	207,000	201,720	97
SAN JUAN	D	SEATTLE-TACOMA	4,100	4,030	98
SKAGIT	C	SEATTLE-TACOMA	28,000	26,900	96
SKAMANIA	D	PORTLAND, OR	3,000	2,730	91
SNOHOMISH	M A	SEATTLE-TACOMA	149,600	146,460	98
SPOKANE	M B	SPOKANE	142,300	138,810	98
STEVENS	D	SPOKANE	11,100	10,240	92
THURSTON	C	SEATTLE-TACOMA	58,700	57,050	97
WAHKIAKUM	D	PORTLAND, OR	1,400	1,310	94
WALLA WALLA	C	YAKIMA	17,900	16,600	93
WHATCOM	C	SEATTLE-TACOMA	45,400	43,920	97
WHITMAN	C	SPOKANE	15,200	14,190	93
YAKIMA	M B	YAKIMA	69,200	67,910	98
		STATE TOTAL	1,769,500	1,714,860	
WEST VIRGINIA					
BARBOUR	D	CLARKSBURG-WESTON	6,200	6,120	99
BERKELEY	C	WASHINGTON, DC	19,900	19,520	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
WEST VIRGINIA (CONT'D)					
BOONE	D	CHARLESTON-HUNTINGTON	10,900	10,690	98
BRAXTON	D	CHARLESTON-HUNTINGTON	5,500	5,350	97
BROOKE	M B	WHEELING-STEUBENVILLE	10,700	10,620	99
CABELL	M B	CHARLESTON-HUNTINGTON	42,200	41,670	99
CALHOUN	D	CHARLESTON-HUNTINGTON	3,400	3,300	97
CLAY	D	CHARLESTON-HUNTINGTON	4,100	3,980	97
DODDRIDGE	D	CLARKSBURG-WESTON	2,800	2,680	96
FAYETTE	C	BECKLEY-BLUEFIELD-OAK HILL	21,300	20,990	99
GILMER	D	CLARKSBURG-WESTON	3,000	2,930	98
GRANT	D	HARRISONBURG	3,600	3,480	97
GREENBRIER	D	BECKLEY-BLUEFIELD-OAK HILL	14,300	14,010	98
HAMPSHIRE	D	WASHINGTON, DC	5,900	5,700	97
HANCOCK	M B	WHEELING-STEUBENVILLE	14,900	14,750	99
HARDY	D	WASHINGTON, DC	3,600	3,500	97
HARRISON	C	CLARKSBURG-WESTON	29,500	29,190	99
JACKSON	D	CHARLESTON-HUNTINGTON	9,600	9,480	99
JEFFERSON	D	WASHINGTON, DC	12,400	11,920	96
KANAWHA	M B	CHARLESTON-HUNTINGTON	90,100	88,740	98
LEWIS	D	CLARKSBURG-WESTON	7,100	6,970	98
LINCOLN	M D	CHARLESTON-HUNTINGTON	7,800	7,650	98
LOGAN	C	CHARLESTON-HUNTINGTON	17,600	17,350	99
MCDOWELL	C	BECKLEY-BLUEFIELD-OAK HILL	16,000	15,640	98
MARION	C	PITTSBURGH	25,100	24,660	98
MARSHALL	M B	WHEELING-STEUBENVILLE	15,000	14,880	99
MASON	D	CHARLESTON-HUNTINGTON	9,900	9,700	98
MERCER	C	BECKLEY-BLUEFIELD-OAK HILL	27,400	26,950	98
MINERAL	C	WASHINGTON, DC	10,300	10,040	97
MINGO	D	CHARLESTON-HUNTINGTON	12,800	12,450	97
MONONGALIA	C	PITTSBURGH	28,900	28,340	98
MONROE	D	BECKLEY-BLUEFIELD-OAK HILL	4,700	4,600	98
MORGAN	D	WASHINGTON, DC	4,500	4,390	98
NICHOLAS	D	CHARLESTON-HUNTINGTON	10,500	10,310	98
OHIO	M B	WHEELING-STEUBENVILLE	23,300	23,070	99
PENDLETON	D	HARRISONBURG	3,000	2,860	95
PLEASANTS	D	PARKERSBURG	2,900	2,880	99
POCAHONTAS	D	ROANOKE-LYNCHBURG	3,800	3,720	98
PRESTON	D	PITTSBURGH	11,400	11,050	97
PUTNAM	M B	CHARLESTON-HUNTINGTON	16,200	15,940	98
RALEIGH	C	BECKLEY-BLUEFIELD-OAK HILL	32,500	31,860	98
RANDOLPH	D	CLARKSBURG-WESTON	10,600	10,380	98
RITCHIE	D	CLARKSBURG-WESTON	4,500	4,410	98
ROANE	D	CHARLESTON-HUNTINGTON	5,500	5,340	97
SUMMERS	D	BECKLEY-BLUEFIELD-OAK HILL	5,400	5,260	97
TAYLOR	D	CLARKSBURG-WESTON	6,200	6,100	98
TUCKER	D	CLARKSBURG-WESTON	3,400	3,280	96
TYLER	D	WHEELING-STEUBENVILLE	4,000	3,950	99
UPSHUR	D	CLARKSBURG-WESTON	8,900	8,740	98
WAYNE	M B	CHARLESTON-HUNTINGTON	16,800	16,520	98
WEBSTER	D	CHARLESTON-HUNTINGTON	4,400	4,330	98
WETZEL	D	WHEELING-STEUBENVILLE	7,900	7,760	98
WIRT	B	CHARLESTON-HUNTINGTON	1,800	1,740	97
WOOD	M B	PARKERSBURG	35,900	35,430	99
WYOMING	D	BECKLEY-BLUEFIELD-OAK HILL	12,000	11,840	99
		STATE TOTAL	731,900	719,010	
WISCONSIN					
ADAMS	D	WAUSAU-RHINELANDER	5,300	5,220	98
ASHLAND	D	DULUTH-SUPERIOR	6,400	6,280	98
BARRON	D	MINNEAPOLIS-ST. PAUL	15,700	15,340	98
BAYFIELD	D	DULUTH-SUPERIOR	5,600	5,380	96
BROWN	M B	GREEN BAY-APPLETON	69,600	69,120	99
BUFFALO	D	LA CROSSE-EAU CLAIRE	5,400	5,300	98
BURNETT	D	MINNEAPOLIS-ST. PAUL	5,400	5,260	97
CALUMET	M B	GREEN BAY-APPLETON	11,800	11,720	99
CHIPPEWA	C	LA CROSSE-EAU CLAIRE	18,800	18,640	99
CLARK	D	WAUSAU-RHINELANDER	12,200	12,000	98
COLUMBIA	C	MADISON	18,100	17,870	99
CRAWFORD	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,100	5,970	98
DANE	M B	MADISON	137,400	134,190	98
DODGE	C	MILWAUKEE	26,800	26,470	99
DOOR	D	GREEN BAY-APPLETON	10,600	10,520	99
DOUGLAS	M B	DULUTH-SUPERIOR	16,400	16,190	99
DUNN	D	MINNEAPOLIS-ST. PAUL	12,100	11,840	98
EAU CLAIRE	C	LA CROSSE-EAU CLAIRE	31,700	31,150	98
FLORENCE	D	MARQUETTE	1,400	1,390	99
FOND DU LAC	C	GREEN BAY-APPLETON	32,000	31,730	99
FOREST	D	WAUSAU-RHINELANDER	3,500	3,480	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
WISCONSIN (CONT'D)					
GRANT	C	CEDAR RAPIDS-WATERLOO&DUBQ	17,700	17,500	99
GREEN	D	MADISON	12,300	12,130	99
GREEN LAKE	D	GREEN BAY-APPLETON	7,500	7,410	99
IOWA	D	MADISON	7,500	7,410	99
IRON	D	DULUTH-SUPERIOR	2,700	2,670	99
JACKSON	D	LA CROSSE-EAU CLAIRE	6,300	6,240	99
JEFFERSON	C	MILWAUKEE	24,400	24,090	99
JUNEAU	D	MADISON	8,600	8,460	98
KENOSHA	A	CHICAGO	43,900	43,490	99
KEWAUNEE	M D	GREEN BAY-APPLETON	6,900	6,860	99
LA CROSSE	C	LA CROSSE-EAU CLAIRE	35,700	35,330	99
LAFAYETTE	D	MADISON	6,200	6,130	99
LANGLADE	D	WAUSAU-RHINELANDER	7,500	7,380	98
LINCOLN	D	WAUSAU-RHINELANDER	11,000	10,920	99
MANITOWOC	M C	GREEN BAY-APPLETON	30,000	29,720	99
MARATHON	C	WAUSAU-RHINELANDER	41,800	41,440	99
MARINETTE	D	GREEN BAY-APPLETON	15,900	15,820	99
MARQUETTE	D	MADISON	5,500	5,420	99
MENOMINEE	D	GREEN BAY-APPLETON	800	790	99
MILWAUKEE	M A	MILWAUKEE	374,200	369,750	99
MONROE	D	LA CROSSE-EAU CLAIRE	13,200	12,920	98
OCONTO	D	GREEN BAY-APPLETON	11,600	11,480	99
ONEIDA	D	WAUSAU-RHINELANDER	12,900	12,660	98
OUTAGAMIE	M B	GREEN BAY-APPLETON	48,800	48,490	99
OZAUKEE	M A	MILWAUKEE	24,800	24,650	99
PEPIN	D	MINNEAPOLIS-ST. PAUL	2,800	2,610	93
PIERCE	D	MINNEAPOLIS-ST. PAUL	11,400	11,190	98
POLK	D	MINNEAPOLIS-ST. PAUL	13,300	13,140	99
PORTAGE	C	WAUSAU-RHINELANDER	20,800	20,490	99
PRICE	D	WAUSAU-RHINELANDER	6,400	6,260	98
RACINE	A	MILWAUKEE	63,400	62,800	99
RICHLAND	D	MADISON	6,500	6,350	98
ROCK	C	ROCKFORD	51,900	51,400	99
RUSK	D	LA CROSSE-EAU CLAIRE	5,800	5,680	98
ST CROIX	M A	MINNEAPOLIS-ST. PAUL	16,400	16,180	99
SAUK	C	MADISON	17,600	17,180	98
SAWYER	D	DULUTH-SUPERIOR	5,500	5,290	96
SHAWANO	D	GREEN BAY-APPLETON	14,000	13,810	99
SHEBOYGAN	C	MILWAUKEE	38,000	37,570	99
TAYLOR	D	WAUSAU-RHINELANDER	6,500	6,210	96
TREMPEALEAU	D	LA CROSSE-EAU CLAIRE	9,700	9,580	99
VERNON	D	LA CROSSE-EAU CLAIRE	10,100	9,840	97
VILAS	D	WAUSAU-RHINELANDER	7,500	7,370	98
WALWORTH	C	MILWAUKEE	27,200	26,890	99
WASHBURN	D	DULUTH-SUPERIOR	5,600	5,380	96
WASHINGTON	M A	MILWAUKEE	31,200	30,860	99
WAUKESHA	M A	MILWAUKEE	100,200	99,400	99
WAUPACA	C	GREEN BAY-APPLETON	16,600	16,380	99
WAUSHARA	D	GREEN BAY-APPLETON	8,400	8,260	98
WINNEBAGO	M B	GREEN BAY-APPLETON	52,600	52,210	99
WOOD	C	WAUSAU-RHINELANDER	29,800	29,470	99
		STATE TOTAL	1,609,200	1,786,020	
WYOMING					
ALBANY	D	DENVER	11,900	11,580	97
BIG HORN	D	BILLINGS	4,500	4,370	97
CAMPBELL	D	RAPID CITY	12,700	12,630	99
CARBON	D	DENVER	7,100	6,780	95
CONVERSE	D	CASPER-RIVERTON	5,100	4,940	97
CROOK	D	RAPID CITY	2,300	2,200	96
FREMONT	C	CASPER-RIVERTON	12,700	12,340	97
GOSHEN	D	CHEYENNE-SCOTTSBLUFF	5,000	4,960	99
HOT SPRINGS	D	CASPER-RIVERTON	2,100	2,060	98
JOHNSON	D	CASPER-RIVERTON	2,600	2,500	96
LARAMIE	M C	CHEYENNE-SCOTTSBLUFF	28,900	28,480	99
LINCOLN	D	IDAHO FALLS-POCATELLO	5,800	5,630	97
NATRONA	C	CASPER-RIVERTON	27,400	26,800	98
NIOBRARA	D	CASPER-RIVERTON	1,200	1,140	95
PARK	D	BILLINGS	9,200	8,990	98
PLATTE	D	DENVER	4,200	4,100	98
SHERIDAN	D	BILLINGS	10,500	10,250	98
SUBLETTE	D	SALT LAKE CITY	2,000	1,900	95
SWEETWATER	C	SALT LAKE CITY	16,500	15,810	96
TETON	D	SALT LAKE CITY	5,000	4,750	95
UINTA	D	SALT LAKE CITY	7,900	7,720	98
WASHAKIE	D	CASPER-RIVERTON	3,500	3,400	97
WESTON	D	RAPID CITY	2,900	2,840	98
		STATE TOTAL	191,000	186,170	

M Metro county of DMA market
MM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
662 ABILENE-SWEETWATER		118,200	116,180	98	.130
TEXAS					
BROWN	D	14,200	13,860		
CALLAHAN	C	4,900	4,810		
COKE	D	1,300	1,260		
COLEMAN	D	4,300	4,220		
EASTLAND	D	8,000	7,820		
FISHER	D	2,100	2,080		
HASKELL	D	2,800	2,750		
JONES	C	6,700	6,610		
MITCHELL	D	3,300	3,230		
NOLAN	D	6,500	6,420		
RUNNELS	D	4,800	4,750		
SCURRY	D	7,200	7,110		
SHACKELFORD	D	1,500	1,470		
STEPHENS	D	4,300	4,150		
STERLING	D	400	390		
STONEWALL	D	1,000	990		
TAYLOR	C	44,900	44,260		
657 ADA-ARDMORE		72,500	70,770	98	.079
OKLAHOMA					
ATOKA	D	4,900	4,800		
BRYAN	M D	13,100	12,800		
CARTER	M C	18,200	17,860		
CHOCTAW	D	6,100	5,840		
COAL	D	2,200	2,160		
JOHNSTON	M D	4,100	4,040		
MARSHALL	M D	5,100	4,990		
PONTOTOC	M D	13,500	13,280		
PUSHMATAHA	D	5,300	5,000		
532 ALBANY-SCHENECTADY-TROY		489,800	483,030	99	.543
MASSACHUSETTS					
BERKSHIRE	C	55,000	54,180		
NEW YORK					
ALBANY	M B	113,000	111,430		
COLUMBIA	C	23,600	23,180		
FULTON	C	21,300	21,060		
GREENE	M C	16,800	16,550		
HAMILTON	D	2,000	1,980		
MONTGOMERY	M B	20,300	19,990		
RENSSELAER	M B	55,700	54,880		
SARATOGA	M B	58,300	57,610		
SCHENECTADY	M B	58,600	58,070		
SCHOHARIE	D	10,900	10,730		
WARREN	C	20,800	20,420		
WASHINGTON	C	19,900	19,690		
VERMONT					
BENNINGTON	D	13,600	13,260		
525 ALBANY, GA		131,300	128,750	98	.145
GEORGIA					
ATKINSON	D	2,000	1,930		
BAKER	D	1,200	1,170		
BEN HILL	D	6,400	6,220		
BERRIEN	D	5,200	5,090		
CALHOUN	D	1,500	1,450		
COFFEE	D	10,200	9,980		
COLQUITT	M D	13,200	13,000		
COOK	D	5,000	4,930		
CRISP	D	7,300	7,180		
DOUGHERTY	M C	35,100	34,530		
IRWIN	D	3,400	3,330		
LANIER	D	2,100	2,050		
LEE	M C	5,000	4,900		
MILLER	D	2,600	2,510		
MITCHELL	D	6,900	6,760		
TIFT	M D	12,000	11,760		
TURNER	D	3,200	3,150		
WILCOX	D	2,600	2,570		
WORTH	M D	6,400	6,240		
790 ALBUQUERQUE-SANTA FE		428,000	410,050	96	.461
ARIZONA					
APACHE-N	C	11,200	9,350		
COLORADO					
ARCHULETA	D	1,900	1,700		
CONEJOS	D	2,700	2,620		
LA PLATA	D	12,200	11,500		
MINERAL	D	300	270		
MONTEZUMA	D	7,000	6,720		
RIO GRANDE	D	3,700	3,600		
SAGUACHE	D	1,400	1,320		
NEW MEXICO					
BERNALILLO	M B	185,400	180,770		
CIBOLA	D	9,700	9,390		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
790 ALBUQUERQUE-SANTA FE (CONT'D)					
NEW MEXICO					
COLFAX	D	5,200	5,040		
DE BACA	D	1,100	1,070		
GRANT	D	9,200	8,880		
GUADALUPE	D	1,500	1,430		
HARDING	D	400	330		
LINCOLN	D	6,100	5,780		
LOS ALAMOS	D	7,300	7,120		
MCKINLEY	C	20,700	18,990		
MORA	D	1,600	1,370		
QUAY	D	4,600	4,490		
RIO ARRIBA	D	10,900	10,210		
SANDOVAL	M B	15,700	15,150		
SAN JUAN	C	32,800	31,160		
SAN MIGUEL	D	8,600	8,220		
SANTA FE	C	33,700	32,090		
SIERRA	D	4,100	3,820		
SOCORRO	D	4,600	4,420		
TAOS	D	7,600	6,940		
TORRANCE	D	3,300	3,190		
VALENCIA	D	13,500	13,110		
644 ALEXANDRIA, LA		90,900	88,760	98	.100
LOUISIANA					
AVOYELLES	C	15,200	14,890		
GRANT	B	6,600	6,360		
RAPIDES	M B	50,600	49,630		
VERNON	C	18,500	17,880		
697 ALEXANDRIA, MN		51,600	50,450	98	.057
MINNESOTA					
BELTRAMI	D	11,700	11,300		
CASS	D	8,500	8,320		
DOUGLAS	D	11,600	11,450		
GRANT	D	2,700	2,670		
HUBBARD	D	5,700	5,590		
POPE	D	4,600	4,570		
TRAVERSE	D	1,800	1,760		
WADENA	D	5,000	4,790		
583 ALPENA		15,600	15,330	98	.017
MICHIGAN					
ALCONA	D	4,300	4,200		
ALPENA	D	11,300	11,130		
634 AMARILLO		179,100	176,070	98	.198
NEW MEXICO					
CURRY	C	15,900	15,650		
UNION	D	1,800	1,710		
OKLAHOMA					
CIMARRON	D	1,600	1,460		
TEXAS	D	6,600	6,450		
TEXAS					
ARMSTRONG	M D	800	790		
BRISCOE	D	1,000	990		
CARSON	M D	2,400	2,370		
CASTRO	D	3,300	3,270		
CHILDRESS	D	2,600	2,520		
COLLINGSWORTH	D	1,700	1,640		
COTTLE	D	1,100	1,070		
DALLAM	D	2,600	2,500		
DEAF SMITH	D	6,600	6,470		
DONLEY	D	1,600	1,550		
GRAY	D	10,400	10,260		
HALL	D	2,000	1,960		
HANSFORD	D	2,500	2,470		
HARTLEY	D	1,300	1,280		
HEMPHILL	D	2,200	2,150		
HUTCHINSON	D	10,700	10,570		
LIPSCOMB	D	1,400	1,350		
MOORE	D	6,000	5,960		
OCHILTREE	D	3,800	3,720		
OLDHAM	D	700	690		
PARMER	D	3,400	3,310		
POTTER	M B	41,900	41,240		
RANDALL	M B	35,200	34,800		
ROBERTS	D	400	400		
SHERMAN	D	1,100	1,070		
SWISHER	D	3,300	3,260		
WHEELER	D	3,200	3,140		
743 ANCHORAGE		122,700	116,820	95	.131
ALASKA					
ANCHORAGE	M B	91,900	88,780		
KENAI-PENSLA	D	16,000	14,510		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
743 ANCHORAGE (CONT'D)					
ALASKA					
MATANKA-SUSTN	D	14,800	13,530		
524 ATLANTA		1,283,500	1,263,120	98	1.419
ALABAMA					
CHEROKEE	D	7,200	7,060		
CLEBURNE	D	5,000	4,870		
RANDOLPH	D	7,300	7,150		
GEORGIA					
BANKS	D	3,700	3,530		
BARROW	M D	9,400	9,280		
BARTOW	C	16,700	16,450		
BUTTS	M A	4,700	4,540		
CARROLL	C	22,700	22,460		
CHATTOOGA	D	7,800	7,680		
CHEROKEE	M A	24,800	24,480		
CLARKE	C	29,600	28,590		
CLAYTON	M A	62,300	61,810		
COBB	M A	152,300	150,500		
COWETA	M D	16,600	16,300		
DAWSON	D	2,400	2,350		
DE KALB	M A	201,400	199,040		
DOUGLAS	M A	23,600	23,310		
FAYETTE	M A	16,600	16,310		
FLOYD	C	30,000	29,520		
FORSYTH	M A	13,600	13,430		
FULTON	M A	250,300	245,820		
GILMER	D	4,400	4,290		
GORDON	D	12,300	12,160		
GREENE	D	4,100	3,990		
GWINNETT	M A	96,400	95,220		
HABERSHAM	D	9,700	9,370		
HALL	C	31,900	31,360		
HARALSON	D	7,500	7,410		
HEARD	D	2,400	2,270		
HENRY	M A	16,600	16,290		
JACKSON	C	10,100	9,920		
JASPER	D	3,000	2,930		
LAMAR	D	4,600	4,470		
LUMPKIN	D	4,100	4,000		
MERIWETHER	D	7,200	7,070		
MONROE	D	5,700	5,600		
MORGAN	D	4,100	3,970		
NEWTON	M A	13,900	13,650		
OCONEE	C	5,600	5,490		
OGLETHORPE	D	3,500	3,400		
PAULDING	M A	11,600	11,400		
PICKENS	D	5,000	4,940		
PIKE	D	3,400	3,330		
POLK	D	12,200	12,020		
PUTNAM	D	4,400	4,310		
RABUN	D	4,300	4,180		
ROCKDALE	M A	16,400	15,960		
SPALDING	M C	18,400	18,170		
TOWNS	D	2,600	2,560		
TROUP	C	20,000	19,410		
UNION	D	4,200	4,140		
UPSON	D	9,600	9,470		
WALTON	M A	11,900	11,660		
WHITE	D	4,400	4,230		
520 AUGUSTA		225,100	220,650	98	.248
GEORGIA					
BURKE	D	6,600	6,420		
COLUMBIA	M B	20,000	19,760		
EMANUEL	D	7,500	7,360		
GLASCOCK	D	800	770		
HANCOCK	D	3,000	2,830		
JEFFERSON	D	6,700	6,510		
JENKINS	D	2,900	2,840		
JOHNSON	D	3,200	3,130		
LINCOLN	D	2,200	2,160		
MC DUFFIE	M D	7,400	7,260		
RICHMOND	M B	67,700	66,560		
SCREVEN	D	5,600	5,480		
TALIAFERRO	D	800	760		
WARREN	D	1,900	1,850		
WASHINGTON	D	6,600	6,460		
WILKES	D	4,000	3,810		
SOUTH CAROLINA					
AIKEN	M B	45,900	45,180		
ALLENDALE	D	3,800	3,660		
BAMBERG	D	6,200	5,960		
BARNWELL	D	7,600	7,440		
EDGEFIELD	D	6,100	5,970		
MCCORMICK	D	2,500	2,460		
SALUDA	D	6,100	6,020		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
635 AUSTIN		345,700	336,800	97	.378
TEXAS					
BASTROP	D	13,100	12,740		
BLANCO	D	2,500	2,420		
BURNET	D	10,400	10,270		
CALDWELL	D	9,100	8,880		
FAYETTE	D	8,300	7,980		
HAYS	M B	18,900	18,450		
LEE	D	4,900	4,760		
LLANO	D	5,600	5,520		
MASON	D	1,600	1,530		
TRAVIS	M B	231,600	225,370		
WILLIAMSON	M B	39,700	38,880		
800 BAKERSFIELD		158,700	155,030	98	.174
CALIFORNIA					
KERN-W	B	158,700	155,030		
512 BALTIMORE		907,000	896,300	99	1.007
MARYLAND					
ANNE ARUNDEL	M A	144,000	142,550		
BALTIMORE	M A	258,100	255,180		
CAROLINE	D	9,100	9,000		
[illegible]ARROLL	M A	39,500	38,970		
[illegible]	A	23,300	23,020		
[illegible]CHESTER	D	11,400	11,260		
[illegible]IFORD	M A	54,500	54,060		
HOWARD	M A	56,100	55,780		
KENT	D	6,600	6,540		
QUEEN ANNES	M D	10,900	10,770		
TALBOT	D	11,300	11,150		
BALTIMRE CITY	M A	282,200	278,020		
537 BANGOR		126,400	126,120	98	.142
MAINE					
HANCOCK	M C	17,700	17,410		
KNOX	D	13,800	13,390		
PENOBSCOT	M C	48,800	48,090		
PISCATAQUIS	D	6,700	6,580		
SOMERSET	C	16,700	16,330		
WALDO	D	11,400	11,230		
WASHINGTON	D	13,300	13,090		
716 BATON ROUGE		262,300	258,190	98	.290
LOUISIANA					
ASCENSION	M B	20,000	19,600		
ASSUMPTION	D	6,800	6,740		
E BATON ROUGE	M B	144,300	142,420		
E FELICIANA	D	5,800	5,690		
IBERVILLE	D	10,400	10,270		
LIVINGSTON	M B	25,000	24,490		
POINTE COUPEE	D	8,400	8,190		
ST HELENA	D	3,200	3,120		
ST MARY	C	21,000	20,570		
W BATON ROUGE	M B	6,700	6,600		
W FELICIANA	D	2,700	2,650		
MISSISSIPPI					
AMITE	D	4,600	4,460		
WILKINSON	D	3,400	3,290		
692 BEAUMONT-PORT ARTHUR		171,700	168,080	98	.189
TEXAS					
HARDIN	M B	15,800	15,460		
JASPER	D	12,500	12,150		
JEFFERSON	M B	94,900	93,240		
NEWTON	D	5,100	4,920		
ORANGE	M B	31,100	30,400		
SABINE	D	4,300	4,130		
TYLER	D	8,000	7,780		
559 BECKLEY-BLUEFIELD-OAK HILL		151,200	148,380	98	.167
VIRGINIA					
TAZEWELL	C	17,600	17,230		
WEST VIRGINIA					
FAYETTE	C	21,300	20,990		
GREENBRIER	D	14,300	14,010		
MCDOWELL	C	16,000	15,640		
MERCER	C	27,400	26,950		
MONROE	D	4,700	4,600		
RALEIGH	C	32,500	31,860		
SUMMERS	D	5,400	5,260		
WYOMING	D	12,000	11,840		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
821 BEND, OR		26,700	25,850	97	.029
OREGON					
DESCHUTES	M C	26,700	25,850		
756 BILLINGS		104,400	101,400	97	.114
MONTANA					
BIG HORN	D	3,600	3,510		
CARBON	D	3,800	3,660		
CUSTER	D	5,500	5,280		
GARFIELD	D	600	560		
GOLDEN VALLEY	D	400	380		
MUSSELSHELL	D	1,900	1,700		
PARK	D	5,800	5,570		
PETROLEUM	D	200	180		
ROSEBUD	D	4,400	4,190		
STILLWATER	D	2,500	2,440		
SWEET GRASS	D	1,300	1,120		
TREASURE	D	400	380		
WHEATLAND	D	900	880		
YELLOWSTONE	M C	48,900	47,940		
WYOMING					
BIG HORN	D	4,500	4,370		
PARK	D	9,200	8,990		
SHERIDAN	D	10,500	10,250		
746 BILOXI-GULFPORT		69,000	67,690	98	.076
MISSISSIPPI					
GREENE	D	3,300	3,110		
HARRISON	B	62,300	61,300		
STONE	B	3,400	3,280		
502 BINGHAMTON		159,700	157,160	98	.177
NEW YORK					
BROOME	M B	80,700	79,680		
CHENANGO	C	18,700	18,440		
DELAWARE	C	17,500	16,990		
TIOGA	M B	19,000	18,740		
PENNSYLVANIA					
BRADFORD	C	23,800	23,310		
630 BIRMINGHAM,ANNISTON		604,900	595,110	98	.668
ALABAMA					
BIBB	D	6,000	5,740		
BLOUNT	M D	14,900	14,690		
CALHOUN	NM C	44,500	43,910		
CHILTON	D	12,800	12,520		
CLAY	D	4,800	4,680		
COOSA	D	4,400	4,280		
CULLMAN	C	25,400	25,110		
ETOWAH	C	39,300	38,750		
FAYETTE	D	7,100	6,980		
GREENE	D	3,600	3,390		
HALE	D	5,000	4,770		
JEFFERSON	M B	263,700	260,110		
MARION	D	12,300	12,030		
SAINT CLAIR	M B	16,900	16,550		
SHELBY	M B	29,600	29,150		
TALLADEGA	C	26,700	26,180		
TUSCALOOSA	C	52,900	51,900		
WALKER	M B	26,100	25,630		
WINSTON	D	8,900	8,740		
757 BOISE		158,400	153,760	97	.173
IDAHO					
ADA	M B	76,300	74,690		
ADAMS	D	1,200	1,040		
BLAINE	D	5,500	5,320		
BOISE	D	1,500	1,450		
CAMAS	D	300	300		
CANYON	M C	30,500	29,450		
ELMORE	D	6,900	6,790		
GEM	D	4,300	4,080		
GOODING	D	4,500	4,380		
OWYHEE	D	2,800	2,680		
PAYETTE	D	6,000	5,800		
VALLEY	D	2,300	2,210		
WASHINGTON	D	3,100	2,870		
OREGON					
GRANT	D	3,200	2,940		
MALHEUR	D	10,000	9,760		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
506 BOSTON		2,098,000	2,065,130	98	2.320
MASSACHUSETTS					
BARNSTABLE	C	74,800	74,020		
ESSEX	M A	249,100	245,960		
FRANKLIN	C	27,200	26,520		
MIDDLESEX	M A	504,600	496,430		
NANTUCKET	D	2,600	2,540		
NORFOLK	M A	222,200	220,270		
PLYMOUTH	B	150,200	149,000		
SUFFOLK	M A	272,000	263,810		
WORCESTER	B	244,800	242,110		
NEW HAMPSHIRE					
BELKNAP	C	18,200	17,790		
CHESHIRE	C	24,800	23,970		
HILLSBOROUGH	B	117,900	116,490		
MERRIMACK	C	40,900	40,310		
ROCKINGHAM	B	84,100	83,300		
STRAFFORD	C	33,600	33,260		
SULLIVAN	D	14,800	14,430		
VERMONT					
WINDHAM	D	16,200	14,920		
736 BOWLING GREEN		51,500	50,300	98	.056
KENTUCKY					
ADAIR	D	5,700	5,500		
EDMONSON	D	3,600	3,480		
GRAYSON	D	8,200	8,030		
METCALFE	D	3,800	3,590		
WARREN	C	30,200	29,700		
514 BUFFALO		603,700	596,030	99	.669
NEW YORK					
ALLEGANY	C	18,100	17,600		
CATTARAUGUS	C	30,800	30,180		
CHAUTAUQUA	C	54,900	54,120		
ERIE	M B	359,800	355,910		
GENESEE	C	21,200	20,970		
NIAGARA	M B	80,000	79,190		
WYOMING	D	13,600	13,440		
PENNSYLVANIA					
MCKEAN	C	18,400	18,020		
POTTER	D	6,900	6,600		
523 BURLINGTON-PLATTSBURGH		270,900	264,930	98	.298
NEW HAMPSHIRE					
GRAFTON	C	25,800	25,030		
NEW YORK					
CLINTON	M C	26,900	26,670		
ESSEX	M D	14,200	13,990		
FRANKLIN	C	15,900	15,560		
ST LAWRENCE-E	C	13,600	13,470		
VERMONT					
ADDISON	D	11,100	10,840		
CALEDONIA	D	10,300	10,030		
CHITTENDEN	M C	45,300	44,380		
ESSEX	D	2,500	2,440		
FRANKLIN	M D	13,200	13,020		
GRAND ISLE	M D	1,800	1,780		
LAMOILLE	D	6,900	6,730		
ORANGE	D	9,200	8,950		
ORLEANS	D	8,900	8,750		
RUTLAND	C	23,200	22,680		
WASHINGTON	C	20,500	20,000		
WINDSOR	C	21,600	20,610		
754 BUTTE		48,700	47,000	97	.053
MONTANA					
BEAVERHEAD	D	3,200	3,030		
DEER LODGE	M D	4,200	4,130		
GALLATIN	C	19,300	18,290		
JEFFERSON	D	3,100	3,000		
MADISON	D	2,200	2,160		
POWELL	D	2,400	2,340		
SILVER BOW	M D	14,300	14,050		
767 CASPER-RIVERTON		54,600	53,180	97	.060
WYOMING					
CONVERSE	D	5,100	4,940		
FREMONT	C	12,700	12,340		
HOT SPRINGS	D	2,100	2,060		
JOHNSON	D	2,600	2,500		
NATRONA	C	27,400	26,800		
NIOBRARA	D	1,200	1,140		
WASHAKIE	D	3,500	3,400		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
637 CEDAR RAPIDS-WATERLOO&DUBQ		324,700	319,480	98	.359
IOWA					
ALLAMAKEE	D	5,400	5,330		
BENTON	M D	9,000	8,910		
BLACK HAWK	M C	48,000	47,470		
BREMER	D	8,900	8,840		
BUCHANAN	M D	8,100	8,010		
BUTLER	D	6,400	6,300		
CEDAR	D	7,400	7,340		
CHICKASAW	D	5,400	5,330		
CLAYTON	D	8,200	8,070		
DELAWARE	D	6,800	6,700		
DUBUQUE	M C	31,200	30,840		
FAYETTE	D	9,300	9,190		
GRUNDY	D	5,400	5,250		
IOWA	D	6,000	5,940		
JOHNSON	C	33,700	32,440		
JONES	D	7,200	7,140		
KEOKUK	D	4,900	4,810		
LINN	M B	67,200	66,350		
TAMA	D	6,900	6,840		
WASHINGTON	D	7,900	7,390		
WINNESHIEK	D	7,600	7,520		
WISCONSIN					
CRAWFORD	D	6,100	5,970		
GRANT	C	17,700	17,500		
648 CHAMPAIGN&SPRNGFLD-DECATUR		328,200	322,790	98	.363
ILLINOIS					
CHAMPAIGN	M B	61,800	60,110		
CHRISTIAN	D	14,300	14,160		
COLES	C	19,700	19,440		
DE WITT	D	7,400	7,300		
DOUGLAS	D	7,600	7,500		
FORD	D	5,800	5,740		
LOGAN	D	11,100	11,000		
MACON	M C	49,100	48,500		
MENARD	M B	4,800	4,770		
MORGAN	D	14,500	14,190		
MOULTRIE	D	5,400	5,300		
PIATT	D	6,500	6,440		
SANGAMON	M B	75,000	73,780		
SHELBY	D	9,300	9,190		
VERMILION	M C	35,900	35,370		
564 CHARLESTON-HUNTINGTON		505,300	495,700	98	.557
KENTUCKY					
BOYD	M B	20,500	20,230		
CARTER	D	9,000	8,820		
ELLIOTT	D	2,500	2,460		
FLOYD	C	18,200	17,740		
GREENUP	B	13,600	13,430		
JOHNSON	D	8,900	8,730		
LAWRENCE	D	5,300	5,130		
LEWIS	D	5,000	4,880		
MAGOFFIN	D	4,900	4,780		
MARTIN	D	4,600	4,490		
MORGAN	D	4,200	4,010		
PIKE	C	29,900	29,240		
OHIO					
ATHENS	C	19,800	19,090		
GALLIA	D	11,100	10,910		
JACKSON	D	11,200	10,970		
LAWRENCE	M B	23,500	23,230		
MEIGS	D	9,000	8,750		
SCIOTO	C	30,600	30,030		
VINTON	D	4,400	4,240		
WEST VIRGINIA					
BOONE	D	10,900	10,690		
BRAXTON	D	5,500	5,350		
CABELL	M B	42,200	41,670		
CALHOUN	D	3,400	3,300		
CLAY	D	4,100	3,980		
JACKSON	D	9,600	9,480		
KANAWHA	M B	90,100	88,740		
LINCOLN	M D	7,800	7,650		
LOGAN	C	17,600	17,350		
MASON	D	9,900	9,700		
MINGO	D	12,800	12,450		
NICHOLAS	D	10,500	10,310		
PUTNAM	M B	16,200	15,940		
ROANE	D	5,500	5,340		
WAYNE	M B	16,800	16,520		
WEBSTER	D	4,400	4,330		
WIRT	B	1,800	1,740		
519 CHARLESTON, SC		215,100	211,480	98	.238
SOUTH CAROLINA					
BERKELEY	M B	43,700	42,920		
CHARLESTON	M B	101,700	100,130		
COLLETON	D	12,500	12,240		
DORCHESTER	M B	27,300	26,900		
GEORGETOWN	C	16,800	16,450		
WILLIAMSBURG	D	13,100	12,840		
517 CHARLOTTE		679,800	669,960	99	.753
NORTH CAROLINA					
ALEXANDER	C	10,100	9,890		
ANSON	D	9,000	8,900		
ASHE	D	9,200	8,860		
BURKE	C	28,700	28,300		
CABARRUS	M B	35,300	34,880		
CALDWELL	C	26,800	26,170		
CATAWBA	C	43,500	43,070		
CLEVELAND	C	31,900	31,430		
GASTON	M B	63,700	62,900		
IREDELL	C	33,400	32,800		
LINCOLN	M C	17,800	17,660		
MECKLENBURG	M B	176,600	174,080		
RICHMOND	C	17,600	17,330		
ROWAN	M B	40,300	39,850		
STANLY	C	19,700	19,550		
UNION	M B	27,800	27,370		
WATAUGA	D	12,600	12,190		
SOUTH CAROLINA					
CHESTER	D	11,000	10,800		
LANCASTER	C	20,700	20,390		
YORK	M C	44,100	43,540		
575 CHATTANOOGA		301,500	296,220	98	.333
ALABAMA					
JACKSON	C	19,800	19,400		
GEORGIA					
CATOOSA	M B	14,400	14,240		
DADE	M B	4,200	4,140		
FANNIN	D	6,200	6,060		
MURRAY	D	8,300	8,140		
WALKER	M B	20,300	19,960		
WHITFIELD	C	25,400	25,050		
NORTH CAROLINA					
CHEROKEE	D	7,900	7,490		
CLAY	D	2,800	2,710		
TENNESSEE					
BLEDSOE	D	3,400	3,270		
BRADLEY	C	26,800	26,410		
GRUNDY	D	5,100	4,870		
HAMILTON	M B	111,100	109,560		
MCMINN	C	16,200	15,990		
MARION	M B	9,400	9,150		
MEIGS	D	2,800	2,750		
POLK	D	4,900	4,790		
RHEA	D	9,200	8,980		
SEQUATCHIE	M B	3,300	3,260		
759 CHEYENNE-SCOTTSBLUFF		50,800	50,090	99	.056
NEBRASKA					
BANNER	D	300	300		
MORRILL	D	2,400	2,340		
SCOTTS BLUFF	D	14,200	14,010		
WYOMING					
GOSHEN	D	5,000	4,960		
LARAMIE	M C	28,900	28,480		
602 CHICAGO		3,127,900	3,077,150	98	3.456
ILLINOIS					
COOK	M A	1,941,000	1,904,120		
DE KALB	C	25,500	25,120		
DU PAGE	M A	269,500	266,810		
GRUNDY	D	12,300	12,180		
IROQUOIS	D	12,500	12,350		
KANE	M A	111,100	109,470		
KANKAKEE	C	37,000	36,420		
KENDALL	D	14,100	14,060		
LAKE	M A	160,400	158,780		
LA SALLE	C	43,100	42,610		
LIVINGSTON	C	15,000	14,590		
MCHENRY	M A	58,400	57,830		
WILL	M A	114,200	112,840		
INDIANA					
JASPER	D	9,100	8,910		
LAKE	M A	175,000	172,590		
LA PORTE	C	37,400	37,090		
NEWTON	D	5,200	5,080		
PORTER	M A	43,200	42,810		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
WISCONSIN					
KENOSHA	A	43,900	43,490		
868 CHICO-REDDING		155,000	150,100	97	.169
CALIFORNIA					
BUTTE	M C	70,800	68,330		
GLENN	M D	8,700	8,430		
SHASTA	M C	51,700	50,330		
TEHAMA	M D	18,200	17,880		
TRINITY	D	5,600	5,130		
515 CINCINNATI		721,900	712,380	99	.800
INDIANA					
DEARBORN	M A	13,100	12,830		
FAYETTE	D	9,800	9,530		
FRANKLIN	D	6,500	6,380		
OHIO	D	2,000	1,970		
RIPLEY	D	8,600	8,430		
SWITZERLAND	D	2,800	2,750		
UNION	D	2,400	2,330		
KENTUCKY					
BOONE	M A	17,800	17,630		
BRACKEN	D	2,700	2,650		
CAMPBELL	M A	29,000	28,690		
GALLATIN	D	1,900	1,870		
GRANT	D	4,900	4,800		
KENTON	M A	50,800	50,300		
MASON	D	6,300	6,220		
OWEN	D	3,400	3,300		
PENDLETON	D	3,900	3,870		
ROBERTSON	D	800	790		
OHIO					
ADAMS	D	9,200	9,000		
BROWN	D	12,400	12,180		
BUTLER	A	98,400	97,370		
CLERMONT	M A	49,500	48,970		
HAMILTON	M A	335,900	331,600		
HIGHLAND	D	13,500	13,130		
WARREN	M A	36,300	35,790		
598 CLARKSBURG-WESTON		82,200	80,800	98	.091
WEST VIRGINIA					
BARBOUR	D	6,200	6,120		
DODDRIDGE	D	2,800	2,680		
GILMER	D	3,000	2,930		
HARRISON	C	29,500	29,190		
LEWIS	D	7,100	6,970		
RANDOLPH	D	10,600	10,380		
RITCHIE	D	4,500	4,410		
TAYLOR	D	6,200	6,100		
TUCKER	D	3,400	3,280		
UPSHUR	D	8,900	8,740		
510 CLEVELAND,AKRON		1,464,700	1,446,960	99	1.625
OHIO					
ASHLAND	C	16,700	16,410		
ASHTABULA	C	37,600	37,170		
CARROLL	B	9,900	9,800		
COSHOCTON	D	14,000	13,590		
CRAWFORD	C	18,500	18,230		
CUYAHOGA	M A	570,000	563,270		
ERIE	C	29,100	28,850		
GEAUGA	M A	25,000	24,600		
HOLMES	D	9,100	8,150		
HURON	C	20,200	20,010		
LAKE	M A	78,100	77,730		
LORAIN	M A	96,000	95,000		
MEDINA	M A	40,000	39,740		
PORTAGE	A	48,600	48,020		
RICHLAND	C	49,000	48,320		
STARK	B	139,500	138,010		
SUMMIT	A	194,200	192,300		
TUSCARAWAS	C	33,200	32,570		
WAYNE	C	36,000	35,190		
752 COLORADO SPRINGS-PUEBLO		240,300	234,880	98	.264
COLORADO					
BACA	D	1,900	1,840		
BENT	D	2,100	2,060		
CHEYENNE	D	1,000	970		
COSTILLA	D	1,300	1,230		
CROWLEY	D	1,200	1,180		
CUSTER	D	600	570		
EL PASO	M B	142,600	139,310		
FREMONT	D	12,400	12,010		
HUERFANO	D	2,800	2,730		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
752 COLORADO SPRINGS-PUEBLO (CONT'D)					
COLORADO					
KIOWA	D	700	680		
LAS ANIMAS	D	5,600	5,370		
LINCOLN	D	1,800	1,740		
OTERO	D	8,200	8,070		
PROWERS	D	5,400	5,230		
PUEBLO	M C	48,200	47,510		
TELLER	M B	4,500	4,380		
604 COLUMBIA-JEFFERSON CITY		131,000	128,220	98	.144
MISSOURI					
AUDRAIN	D	9,600	9,420		
BOONE	M C	39,900	38,950		
CALLAWAY	M D	11,500	11,250		
CHARITON	D	4,000	3,910		
COLE	M C	22,100	21,830		
COOPER	D	5,300	5,200		
HOWARD	D	3,600	3,550		
MARIES	D	3,000	2,860		
MILLER	D	7,900	7,730		
MONITEAU	D	4,400	4,310		
MORGAN	D	5,800	5,530		
OSAGE	D	4,100	4,060		
RANDOLPH	D	9,800	9,620		
546 COLUMBIA, SC		270,600	266,030	98	.299
SOUTH CAROLINA					
CALHOUN	D	4,500	4,400		
CLARENDON	D	9,800	9,520		
FAIRFIELD	D	6,900	6,780		
KERSHAW	D	16,000	15,740		
LEE	D	6,000	5,840		
LEXINGTON	M B	63,100	62,190		
ORANGEBURG	C	31,100	30,430		
RICHLAND	M B	100,700	99,220		
SUMTER	C	32,500	31,910		
673 COLUMBUS-TUPELO-WEST POINT		158,900	155,440	98	.175
ALABAMA					
LAMAR	D	6,200	6,050		
PICKENS	D	7,200	7,040		
MISSISSIPPI					
CALHOUN	D	5,700	5,560		
CHICKASAW	D	6,200	6,030		
CHOCTAW	D	3,100	2,980		
CLAY	D	7,300	7,110		
ITAWAMBA	D	7,900	7,770		
LEE	C	24,300	23,950		
LOWNDES	C	21,700	21,320		
MONROE	D	12,900	12,640		
MONTGOMERY	D	4,500	4,370		
NOXUBEE	D	4,100	3,910		
OKTIBBEHA	D	12,400	12,180		
PONTOTOC	D	8,400	8,170		
PRENTISS	D	9,200	9,020		
TISHOMINGO	D	7,200	6,990		
WEBSTER	D	3,700	3,600		
WINSTON	D	6,900	6,750		
522 COLUMBUS, GA		186,800	183,460	98	.206
ALABAMA					
BARBOUR	D	9,100	8,890		
CHAMBERS	D	14,400	14,210		
LEE	C	31,900	31,180		
RUSSELL	M B	17,900	17,500		
GEORGIA					
CHATTAHOOCHEE	M B	3,100	3,090		
CLAY	D	1,200	1,170		
DOOLY	D	3,700	3,610		
HARRIS	D	6,600	6,440		
MACON	D	5,100	4,970		
MARION	D	1,800	1,750		
MUSCOGEE	M B	64,900	64,150		
QUITMAN	D	800	760		
RANDOLPH	D	3,300	3,240		
SCHLEY	D	1,100	1,070		
STEWART	D	1,900	1,840		
SUMTER	D	10,300	10,110		
TALBOT	D	2,200	2,150		
TAYLOR	D	2,700	2,620		
TERRELL	D	4,000	3,930		
WEBSTER	D	800	780		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
535 COLUMBUS, OH		623,000	616,190	99	.692
OHIO					
DELAWARE	M B	21,000	20,730		
FAIRFIELD	M B	34,800	34,570		
FAYETTE	D	10,100	9,970		
FRANKLIN	M B	360,100	356,570		
HOCKING	D	9,900	9,750		
KNOX	C	17,600	17,430		
LICKING	M C	46,900	46,240		
MADISON	M B	11,600	11,400		
MARION	C	23,900	23,650		
MORGAN	D	5,300	5,260		
MORROW	D	10,000	9,870		
PERRY	D	11,700	11,440		
PICKAWAY	M B	15,500	15,360		
PIKE	D	9,100	8,930		
ROSS	C	24,400	24,040		
UNION	M D	11,100	10,980		
600 CORPUS CHRISTI		177,500	173,590	98	.195
TEXAS					
ARANSAS	D	7,100	6,890		
BEE	D	8,900	8,690		
BROOKS	D	2,900	2,790		
DUVAL	D	4,300	4,130		
JIM HOGG	D	1,900	1,810		
JIM WELLS	M D	12,600	12,220		
KENEDY	D	200	200		
KLEBERG	M D	10,800	10,570		
LIVE OAK	D	3,600	3,520		
NUECES	M B	102,100	100,080		
REFUGIO	D	3,100	3,060		
SAN PATRICIO	M B	20,000	19,630		
623 DALLAS-FT. WORTH		1,676,300	1,645,980	98	1.849
OKLAHOMA					
LOVE	D	3,300	3,180		
TEXAS					
ANDERSON	D	15,100	14,390		
BOSQUE	D	6,200	6,110		
COLLIN	M A	71,600	70,570		
COMANCHE	D	5,000	4,880		
COOKE	D	11,500	11,160		
DALLAS	M A	715,600	703,290		
DELTA	D	1,800	1,750		
DENTON	M A	74,900	73,250		
ELLIS	M A	26,200	25,760		
ERATH	D	10,300	10,020		
FANNIN	D	9,900	9,700		
FREESTONE	D	6,700	6,480		
GRAYSON	C	38,200	37,590		
HAMILTON	D	3,700	3,630		
HENDERSON	C	23,600	22,830		
HILL	D	10,700	10,530		
HOOD	A	11,100	11,030		
HOPKINS	D	11,400	11,170		
HUNT	C	25,500	25,080		
JACK	D	3,000	2,950		
JOHNSON	M A	33,500	32,910		
KAUFMAN	M A	17,600	17,400		
KIMBLE	D	1,600	1,520		
LAMAR	C	17,200	16,670		
LIMESTONE	D	8,800	8,640		
NAVARRO	D	15,500	15,300		
PALO PINTO	D	10,100	9,850		
PARKER	M A	21,800	21,470		
RAINS	D	2,600	2,450		
ROCKWALL	M A	8,900	8,820		
SOMERVELL	D	1,900	1,800		
TARRANT	M A	411,700	404,620		
VAN ZANDT	D	15,600	15,290		
WISE	A	12,700	12,550		
WOOD	D	11,500	11,340		
682 DAVENPORT-R.ISLAND-MOLINE		317,700	313,850	99	.353
ILLINOIS					
BUREAU	D	14,600	14,450		
CARROLL	D	6,900	6,810		
HENDERSON	D	3,500	3,500		
HENRY	M B	20,700	20,590		
JO DAVIESS	D	9,100	8,960		
KNOX	C	22,800	22,480		
MERCER	D	7,300	7,230		
ROCK ISLAND	M B	63,100	62,420		
WARREN	D	8,100	7,970		
WHITESIDE	C	24,200	23,980		
IOWA					
CLINTON	C	20,900	20,720		
DES MOINES	C	18,100	17,860		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
682 DAVENPORT-R.ISLAND-MOLINE (CONT'D)					
IOWA					
HENRY	D	7,100	6,960		
JACKSON	D	8,400	8,320		
LOUISA	D	4,500	4,410		
MUSCATINE	C	15,400	15,250		
SCOTT	M B	63,000	61,940		
542 DAYTON		506,000	500,060	99	.562
INDIANA					
WAYNE	C	27,000	26,520		
OHIO					
AUGLAIZE	B	16,100	15,980		
CHAMPAIGN	B	13,000	12,840		
CLARK	M B	54,700	54,060		
CLINTON	D	13,500	13,360		
DARKE	C	20,600	20,220		
GREENE	M B	45,700	45,210		
LOGAN	D	15,600	15,410		
MERCER	D	13,300	13,130		
MIAMI	M B	33,800	33,280		
MONTGOMERY	M B	222,500	220,280		
PREBLE	M B	14,700	14,390		
SHELBY	C	15,500	15,380		
751 DENVER		1,032,300	1,007,950	98	1.132
COLORADO					
ADAMS	M A	106,100	104,480		
ALAMOSA	D	4,500	4,340		
ARAPAHOE	M A	157,600	155,880		
BOULDER	M A	87,000	82,990		
CHAFFEE	D	5,000	4,890		
CLEAR CREEK	D	3,000	2,870		
DENVER	M A	234,200	227,430		
DOUGLAS	M A	13,300	13,070		
EAGLE	D	7,400	6,860		
ELBERT	D	3,100	3,030		
GARFIELD	D	10,600	10,450		
GILPIN	M A	1,300	1,280		
GRAND	D	3,800	3,490		
GUNNISON	D	4,100	3,950		
HINSDALE	D	200	200		
JACKSON	D	700	690		
JEFFERSON	M A	166,870	164,430		
KIT CARSON	D	2,900	2,860		
LAKE	D	2,600	2,460		
LARIMER	C	71,400	69,370		
LOGAN	D	7,700	7,540		
MOFFAT	D	5,600	5,470		
MORGAN	D	8,700	8,570		
PARK	D	2,800	2,590		
PHILLIPS	D	1,800	1,790		
PITKIN	D	5,100	4,780		
RIO BLANCO	D	2,300	2,270		
ROUTT	D	5,900	5,590		
SEDGWICK	D	1,400	1,380		
SUMMIT	D	5,000	4,610		
WASHINGTON	D	2,000	1,970		
WELD	C	51,400	50,490		
YUMA	D	3,900	3,810		
NEBRASKA					
BOX BUTTE	D	5,700	5,610		
CHEYENNE	D	4,100	4,010		
DAWES	D	3,500	3,450		
DEUEL	D	1,000	990		
KEITH	D	3,700	3,660		
KIMBALL	D	1,900	1,890		
WYOMING					
ALBANY	D	11,900	11,580		
CARBON	D	7,100	6,780		
PLATTE	D	4,200	4,100		
679 DES MOINES-AMES		367,800	362,910	99	.408
IOWA					
ADAIR	D	3,700	3,680		
APPANOOSE	D	6,100	5,980		
AUDUBON	D	3,100	3,050		
BOONE	D	10,000	9,960		
CALHOUN	D	4,800	4,790		
CARROLL	D	8,300	8,240		
CLARKE	D	3,400	3,330		
DALLAS	M D	12,100	11,970		
DECATUR	D	3,400	3,320		
FRANKLIN	D	5,200	5,150		
GREENE	D	4,600	4,550		
GUTHRIE	D	4,600	4,480		
HAMILTON	D	6,800	6,740		
HARDIN	D	8,200	8,080		
HUMBOLDT	D	5,000	4,960		
JASPER	D	14,100	13,980		

M = Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
679 DES MOINES-AMES (CONT'D)					
IOWA					
LUCAS	D	4,300	4,250		
MADISON	D	4,500	4,450		
MAHASKA	D	9,100	8,910		
MARION	D	11,100	10,900		
MARSHALL	C	16,000	15,800		
MONROE	D	3,500	3,410		
POCAHONTAS	D	4,100	4,070		
POLK	M B	129,500	127,740		
POWESHIEK	D	7,100	6,990		
RINGGOLD	D	2,400	2,350		
STORY	M C	25,700	25,250		
UNION	D	5,400	5,300		
WARREN	M B	13,400	13,340		
WAYNE	D	3,300	3,190		
WEBSTER	C	17,000	16,810		
WRIGHT	D	6,300	6,220		
MISSOURI					
MERCER	D	1,700	1,670		
505 DETROIT		1,699,800	1,679,940	99	1.887
MICHIGAN					
LAPEER	M A	23,700	23,410		
LIVINGSTON	M A	36,300	36,030		
MACOMB	M A	248,300	246,440		
MONROE	B	45,600	45,230		
OAKLAND	M A	381,200	377,810		
ST CLAIR	M A	50,300	49,560		
WASHTENAW	A	99,100	96,350		
WAYNE	M A	815,300	805,110		
606 DOTHAN		105,400	103,630	98	.116
ALABAMA					
COFFEE	D	14,600	14,330		
DALE	M C	16,100	15,830		
GENEVA	D	9,100	8,960		
HENRY	D	5,600	5,520		
HOUSTON	M C	31,000	30,590		
FLORIDA					
HOLMES	D	6,200	6,090		
JACKSON	D	14,800	14,460		
GEORGIA					
EARLY	D	4,700	4,610		
SEMINOLE	D	3,300	3,240		
676 DULUTH-SUPERIOR		173,600	170,190	98	.191
MICHIGAN					
GOGEBIC	D	7,300	7,130		
MINNESOTA					
AITKIN	D	5,300	5,220		
CARLTON	M D	10,500	10,400		
COOK	D	1,800	1,690		
ITASCA	C	16,400	15,960		
KOOCHICHING	D	6,100	5,960		
LAKE	D	4,300	4,260		
ST LOUIS	M B	79,700	78,380		
WISCONSIN					
ASHLAND	D	6,400	6,280		
BAYFIELD	D	5,600	5,380		
DOUGLAS	M B	16,400	16,190		
IRON	D	2,700	2,670		
SAWYER	D	5,500	5,290		
WASHBURN	D	5,600	5,380		
765 EL PASO		239,300	234,660	98	.264
NEW MEXICO					
DONA ANA	C	42,100	41,100		
HIDALGO	D	2,200	2,070		
LUNA	D	6,400	6,070		
OTERO	C	17,500	17,220		
TEXAS					
CULBERSON	D	1,000	940		
EL PASO	M B	169,300	166,510		
HUDSPETH	D	800	770		
565 ELMIRA		86,300	84,560	98	.095
NEW YORK					
CHEMUNG	C	34,200	33,770		
STEUBEN	C	37,200	36,390		
PENNSYLVANIA					
TIOGA	C	14,900	14,400		
516 ERIE		153,300	151,330	99	.170
PENNSYLVANIA					
CRAWFORD	C	32,500	31,890		
ERIE	M B	103,100	102,130		
WARREN	C	17,700	17,310		
801 EUGENE		163,100	156,320	96	.176
OREGON					
COOS	C	23,300	22,210		
DOUGLAS	C	35,500	34,000		
LANE	M B	104,300	100,110		
802 EUREKA		53,800	51,380	96	.058
CALIFORNIA					
DEL NORTE	D	7,600	7,320		
HUMBOLDT	M C	46,200	44,060		
649 EVANSVILLE		268,800	264,910	99	.298
ILLINOIS					
EDWARDS	D	3,700	3,680		
GALLATIN	D	3,000	2,940		
WABASH	D	5,500	5,400		
WAYNE	D	7,600	7,370		
WHITE	D	7,500	7,400		
INDIANA					
DUBOIS	D	12,900	12,750		
GIBSON	M B	13,000	12,800		
PERRY	D	6,600	6,510		
PIKE	D	5,200	5,080		
POSEY	M B	9,500	9,390		
SPENCER	D	6,800	6,680		
VANDERBURGH	M B	66,400	65,810		
WARRICK	M B	16,600	16,410		
KENTUCKY					
DAVIESS	C	32,700	32,360		
HANCOCK	D	2,900	2,820		
HENDERSON	M B	16,300	16,080		
HOPKINS	C	17,900	17,460		
MCLEAN	D	3,400	3,350		
MUHLENBERG	D	11,700	11,390		
OHIO	D	8,300	8,070		
UNION	D	5,700	5,660		
WEBSTER	D	5,600	5,500		
745 FAIRBANKS		27,500	26,170	95	.029
ALASKA					
FAIRBANKS	C	25,300	24,220		
SE FAIRBANKS	D	2,200	1,950		
724 FARGO-VALLEY CITY		217,300	213,640	98	.240
MINNESOTA					
BECKER	D	11,000	10,640		
CLAY	C	17,200	17,000		
CLEARWATER	D	3,200	3,070		
KITTSON	D	2,400	2,300		
LAKE OF WOODS	D	1,500	1,430		
MAHNOMEN	D	1,700	1,680		
MARSHALL	D	4,500	4,440		
NORMAN	D	3,300	3,250		
OTTER TAIL	C	19,900	19,590		
PENNINGTON	D	5,700	5,600		
POLK	C	12,400	12,250		
RED LAKE	D	1,800	1,780		
ROSEAU	D	4,800	4,660		
WILKIN	D	2,800	2,790		
NORTH DAKOTA					
BARNES	D	5,000	4,950		
BENSON	D	2,500	2,450		
CASS	C	38,800	38,110		
CAVALIER	D	2,600	2,580		
DICKEY	D	2,500	2,420		
EDDY	D	1,300	1,290		
FOSTER	D	1,600	1,570		
GRAND FORKS	C	24,000	23,650		
GRIGGS	D	1,400	1,390		
LA MOURE	D	2,300	2,280		
NELSON	D	2,000	1,990		
PEMBINA	D	3,700	3,620		
RAMSEY	D	5,000	4,900		
RANSOM	D	2,400	2,370		
RICHLAND	D	7,000	6,910		
SARGENT	D	2,000	1,970		
STEELE	D	1,100	1,080		
STUTSMAN	D	9,200	9,060		
TOWNER	D	1,600	1,580		
TRAILL	D	3,400	3,370		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
724 FARGO-VALLEY CITY (CONT'D)					
NORTH DAKOTA					
WALSH	D	5,700	5,620		
513 FLINT-SAGINAW-BAY CITY		449,900	445,610	99	.501
MICHIGAN					
ARENAC	D	5,800	5,740		
BAY	M C	41,200	40,890		
CLARE	D	10,400	10,330		
GENESEE	M B	159,500	158,030		
GLADWIN	D	8,600	8,480		
GRATIOT	C	13,800	13,500		
HURON	D	13,400	13,200		
IOSCO	D	11,400	11,320		
ISABELLA	C	17,600	17,350		
MIDLAND	M C	26,500	26,300		
OGEMAW	D	7,000	6,970		
SAGINAW	M B	76,600	75,930		
SANILAC	C	15,000	14,810		
SHIAWASSEE	B	24,000	23,800		
TUSCOLA	C	19,100	18,960		
570 FLORENCE, SC		113,800	111,980	98	.126
SOUTH CAROLINA					
CHESTERFIELD	D	14,700	14,450		
DARLINGTON	C	23,200	22,880		
DILLON	D	10,600	10,410		
FLORENCE	C	42,500	41,910		
MARION	D	12,100	11,830		
MARLBORO	D	10,700	10,500		
866 FRESNO-VISALIA		429,700	419,940	98	.472
CALIFORNIA					
FRESNO	M B	215,400	210,530		
KINGS	C	28,300	27,780		
MADERA	C	26,900	26,010		
MARIPOSA	D	5,500	5,220		
MERCED	C	57,000	55,640		
TULARE	M B	96,600	94,760		
571 FT. MYERS-NAPLES		226,100	223,010	99	.250
FLORIDA					
CHARLOTTE	C	39,600	39,200		
COLLIER	C	53,700	52,610		
GLADES	D	2,800	2,690		
HENDRY	D	7,900	7,780		
LEE	B	122,100	120,730		
670 FT. SMITH		147,700	143,900	97	.162
ARKANSAS					
CRAWFORD	M B	15,200	14,820		
FRANKLIN	D	6,000	5,840		
LOGAN	D	7,700	7,530		
MADISON	D	4,600	4,390		
SCOTT	D	4,100	3,980		
SEBASTIAN	M B	39,700	39,020		
WASHINGTON	B	40,600	39,390		
OKLAHOMA					
LE FLORE	M B	17,100	16,600		
SEQUOYAH	M B	12,700	12,330		
509 FT. WAYNE		225,500	222,430	99	.250
INDIANA					
ADAMS	M B	10,400	10,180		
ALLEN	M B	107,800	106,420		
DE KALB	M B	11,800	11,680		
HUNTINGTON	M D	13,600	13,520		
JAY	D	8,200	8,020		
NOBLE	D	13,700	13,550		
STEUBEN	D	10,200	10,070		
WABASH	D	12,300	12,030		
WELLS	M B	9,100	8,890		
WHITLEY	M D	9,400	9,330		
OHIO					
PAULDING	D	7,400	7,210		
VAN WERT	B	11,600	11,530		
592 GAINESVILLE		84,700	81,640	96	.092
FLORIDA					
ALACHUA	M B	69,000	66,500		
DIXIE	M D	3,300	3,130		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
592 GAINESVILLE (CONT'D)					
FLORIDA					
GILCHRIST	M D	2,600	2,530		
LEVY	M D	9,800	9,480		
798 GLENDIVE		5,400	5,270	98	.006
MONTANA					
DAWSON	D	4,700	4,590		
PRAIRIE	D	700	680		
773 GRAND JUNCTION-MONTROSE		56,000	54,330	97	.061
COLORADO					
DELTA	D	9,500	9,220		
MESA	C	34,400	33,430		
MONTROSE	D	9,600	9,380		
OURAY	D	700	680		
SAN JUAN	D	400	390		
SAN MIGUEL	D	1,400	1,230		
563 GRAND RAPIDS-KALMZOO-B.CRK		604,600	596,200	99	.670
MICHIGAN					
ALLEGAN	M C	31,000	30,650		
BARRY	M B	17,000	16,850		
BRANCH	C	14,700	14,490		
CALHOUN	M B	51,700	51,140		
IONIA	B	17,200	17,070		
KALAMAZOO	M B	81,300	80,230		
KENT	M B	176,100	173,340		
MECOSTA	D	12,300	12,110		
MONTCALM	C	18,300	17,900		
MUSKEGON	B	56,700	56,070		
NEWAYGO	D	14,100	13,800		
OCEANA	B	8,400	8,240		
OTTAWA	M B	58,500	57,710		
ST JOSEPH	C	21,800	21,380		
VAN BUREN	M B	25,500	25,220		
755 GREAT FALLS		68,000	65,910	97	.074
MONTANA					
BLAINE	D	2,800	2,680		
CASCADE	M C	31,000	30,450		
CHOUTEAU	D	2,200	2,170		
FERGUS	D	5,100	4,780		
GLACIER	D	3,800	3,670		
HILL	D	6,900	6,500		
JUDITH BASIN	D	1,000	960		
LIBERTY	D	1,100	1,070		
MEAGHER	D	800	780		
PHILLIPS	D	2,200	2,110		
PONDERA	D	2,500	2,430		
TETON	D	2,500	2,420		
TOOLE	D	2,300	2,220		
VALLEY	D	3,800	3,670		
658 GREEN BAY-APPLETON		377,200	374,020	99	.420
MICHIGAN					
ALGER	D	3,200	3,170		
DELTA	D	13,800	13,700		
DICKINSON	D	10,500	10,380		
MENOMINEE	D	9,600	9,520		
SCHOOLCRAFT	D	3,000	2,930		
WISCONSIN					
BROWN	M B	69,600	69,120		
CALUMET	M B	11,800	11,720		
DOOR	D	10,600	10,520		
FOND DU LAC	C	32,000	31,730		
GREEN LAKE	D	7,500	7,410		
KEWAUNEE	M D	6,900	6,860		
MANITOWOC	M C	30,000	29,720		
MARINETTE	D	15,900	15,820		
MENOMINEE	D	800	790		
OCONTO	D	11,600	11,480		
OUTAGAMIE	M B	48,800	48,490		
SHAWANO	D	14,000	13,810		
WAUPACA	C	16,600	16,380		
WAUSHARA	D	8,400	8,260		
WINNEBAGO	M B	52,600	52,210		
518 GREENSBORO-H.POINT-W.SALEM		504,200	496,300	98	.557
NORTH CAROLINA					
ALAMANCE	C	39,700	39,120		
ALLEGHANY	D	3,900	3,840		
CASWELL	D	7,300	7,200		
DAVIDSON	M B	46,100	45,300		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
518 GREENSBORO-H.POINT-W.SALEM (CONT'D)					
NORTH CAROLINA					
DAVIE	M D	10,400	10,120		
FORSYTH	M B	104,400	102,630		
GUILFORD	M B	127,300	125,730		
MONTGOMERY	D	8,700	9,550		
RANDOLPH	M B	38,400	37,710		
ROCKINGHAM	C	33,100	32,660		
STOKES	M B	13,300	13,100		
SURRY	C	23,900	23,560		
WILKES	C	23,500	23,040		
YADKIN	M B	11,400	11,240		
VIRGINIA					
GRAYSON	D	6,300	6,110		
PATRICK	D	6,500	6,390		
545 GREENVILLE-N.BERN-WASHNGTN		251,700	247,300	98	.278
NORTH CAROLINA					
BEAUFORT	M C	16,300	16,030		
BERTIE	D	7,500	7,260		
CARTERET	C	20,000	19,560		
CRAVEN	M C	29,300	28,880		
DUPLIN	C	15,200	14,950		
EDGECOMBE	C	20,500	20,100		
GREENE	M D	5,400	5,330		
HYDE	D	2,100	2,030		
JONES	D	3,200	3,120		
LENOIR	M C	22,300	21,940		
MARTIN	D	9,500	9,360		
NASH-E	C	15,700	15,460		
ONSLOW	C	36,800	36,260		
PAMLICO	D	4,000	3,930		
PITT	M C	37,300	36,670		
TYRRELL	D	1,400	1,370		
WASHINGTON	D	5,200	5,050		
567 GREENVILLE-SPART-ASHEVILLE		646,000	634,890	98	.713
GEORGIA					
ELBERT	D	7,000	6,880		
FRANKLIN	D	6,200	6,120		
HART	D	6,900	6,850		
MADISON	C	7,500	7,410		
STEPHENS	D	8,300	8,220		
NORTH CAROLINA					
BUNCOMBE	M B	68,200	66,840		
GRAHAM	D	2,500	2,430		
HAYWOOD	C	19,100	18,620		
HENDERSON	M C	28,900	28,000		
JACKSON	D	9,600	9,230		
MCDOWELL	D	13,500	13,140		
MACON	D	9,700	9,460		
MADISON	M B	6,400	6,210		
MITCHELL	D	5,400	5,260		
POLK	M D	5,800	5,670		
RUTHERFORD	C	21,600	21,340		
SWAIN	D	4,000	3,880		
TRANSYLVANIA	D	9,900	9,800		
YANCEY	D	5,700	5,340		
SOUTH CAROLINA					
ABBEVILLE	D	8,700	8,490		
ANDERSON	C	55,800	55,180		
CHEROKEE	C	15,300	15,080		
GREENVILLE	M B	120,100	118,270		
GREENWOOD	C	23,300	23,030		
LAURENS	C	18,800	18,570		
NEWBERRY	D	12,400	12,130		
OCONEE	C	21,100	20,750		
PICKENS	M B	31,100	30,700		
SPARTANBURG	M B	82,000	80,960		
UNION	D	11,200	11,030		
647 GREENWOOD-GREENVILLE		84,100	81,670	97	.092
ARKANSAS					
CHICOT	D	5,700	5,500		
MISSISSIPPI					
BOLIVAR	C	14,300	13,830		
CARROLL	D	3,400	3,310		
GRENADA	D	7,400	7,220		
LEFLORE	C	13,600	13,230		
SUNFLOWER	D	10,700	10,440		
TALLAHATCHIE	D	5,400	5,210		
WASHINGTON	C	23,600	22,930		
636 HARLINGEN-WESLACO-BRNSVLLE		189,700	184,270	97	.207
TEXAS					
CAMERON	M B	73,600	71,470		
HIDALGO	M B	101,700	99,080		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
636 HARLINGEN-WESLACO-BRNSVLLE (CONT'D)					
TEXAS					
STARR	M D	9,500	8,970		
WILLACY	M D	4,900	4,750		
566 HARRISBURG-LNCSTR-LEB-YORK		543,800	529,980	97	.595
PENNSYLVANIA					
ADAMS	M B	25,300	24,820		
CUMBERLAND	M B	72,000	71,160		
DAUPHIN	M B	96,300	95,090		
JUNIATA	D	7,600	7,390		
LANCASTER	M B	142,600	135,140		
LEBANON	M C	41,900	40,890		
MIFFLIN	C	18,000	17,370		
PERRY	M B	14,900	14,670		
YORK	M B	125,200	123,450		
569 HARRISONBURG		34,400	32,980	96	.037
VIRGINIA					
ROCKINGHAM	C	27,800	26,640		
WEST VIRGINIA					
GRANT	D	3,600	3,480		
PENDLETON	D	3,000	2,860		
533 HARTFORD & NEW HAVEN		881,700	869,980	99	.977
CONNECTICUT					
HARTFORD	M B	315,100	311,220		
LITCHFIELD	B	61,700	60,610		
MIDDLESEX	C	51,900	51,130		
NEW HAVEN	M B	285,700	282,210		
NEW LONDON-E	B	45,700	44,990		
NEW LONDON-W	B	44,500	43,790		
TOLLAND	B	41,400	40,900		
WINDHAM	C	35,700	35,130		
710 HATTIESBURG-LAUREL		90,100	87,620	97	.098
MISSISSIPPI					
COVINGTON	D	5,800	5,660		
FORREST	C	25,800	25,350		
JASPER	D	6,100	5,900		
JONES	C	23,000	22,590		
LAMAR	D	9,700	9,270		
MARION	D	9,300	8,810		
PERRY	D	3,500	3,360		
WAYNE	D	6,900	6,680		
766 HELENA		21,200	20,630	97	.023
MONTANA					
BROADWATER	D	1,600	1,540		
LEWIS & CLARK	C	19,600	19,090		
744 HONOLULU		343,300	333,380	97	.374
HAWAII					
HAWAII	C	36,700	35,060		
HONOLULU	M B	261,900	255,460		
KAUAI	D	14,800	14,060		
MAUI	C	29,900	28,800		
618 HOUSTON		1,482,300	1,449,610	98	1.628
TEXAS					
AUSTIN	D	8,100	7,700		
BRAZORIA	M A	69,000	68,100		
CALHOUN	D	7,400	7,250		
CHAMBERS	D	8,100	7,940		
COLORADO	D	7,600	7,420		
FORT BEND	M A	66,500	65,150		
GALVESTON	M A	80,700	79,130		
GRIMES	D	5,800	5,630		
HARRIS	M A	1,055,300	1,032,610		
JACKSON	D	4,800	4,510		
LIBERTY	M A	20,400	19,870		
MATAGORDA	D	16,100	15,660		
MONTGOMERY	M A	60,800	59,530		
POLK	D	12,500	11,960		
SAN JACINTO	D	6,000	5,580		
TRINITY	D	4,700	4,610		
WALKER	C	16,600	16,100		
WALLER	M A	7,300	7,060		
WASHINGTON	D	9,200	8,870		
WHARTON	C	15,400	14,880		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
691 HUNTSVILLE-DECATUR		275,900	271,860	99	.305
ALABAMA					
COLBERT	C	21,000	20,680		
DE KALB	C	21,100	20,690		
FRANKLIN	D	11,200	10,990		
LAUDERDALE	C	32,100	31,500		
LAWRENCE	D	11,100	10,810		
LIMESTONE	M B	18,000	17,820		
MADISON	M B	86,000	85,010		
MARSHALL	B	27,900	27,450		
MORGAN	M C	37,100	36,650		
TENNESSEE					
LINCOLN	D	10,400	10,240		
758 IDAHO FALLS-POCATELLO		101,900	99,320	97	.112
IDAHO					
BANNOCK	M C	24,300	23,830		
BINGHAM	M D	11,700	11,440		
BONNEVILLE	M C	23,200	22,610		
BUTTE	D	1,000	990		
CASSIA	D	6,400	6,200		
CLARK	D	300	290		
CUSTER	D	2,100	1,960		
FREMONT	D	3,600	3,530		
JEFFERSON	D	5,000	4,880		
LEMHI	D	2,700	2,560		
MADISON	D	5,600	5,490		
MINIDOKA	D	6,700	6,500		
POWER	D	2,600	2,520		
TETON	D	900	890		
WYOMING					
LINCOLN	D	5,800	5,630		
527 INDIANAPOLIS,LAFAYETTE		888,200	874,330	98	.982
INDIANA					
BARTHOLOMEW	C	24,400	24,100		
BENTON	D	3,600	3,550		
BLACKFORD	D	5,600	5,500		
BOONE	M B	14,000	13,810		
BROWN	D	5,100	4,980		
CARROLL	D	7,100	6,810		
CASS	C	14,800	14,660		
CLINTON	D	11,300	10,990		
DECATUR	D	8,300	8,130		
DELAWARE	C	44,000	43,410		
FOUNTAIN	D	6,700	6,590		
GRANT	C	27,600	26,900		
HAMILTON	M B	33,800	33,470		
HANCOCK	M B	16,200	15,860		
HENDRICKS	M B	25,300	24,970		
HENRY	C	18,600	18,380		
HOWARD	C	32,400	32,070		
JOHNSON	M B	29,200	28,760		
LAWRENCE	C	16,400	16,160		
MADISON	B	48,700	48,230		
MARION	M B	303,100	298,860		
MIAMI	D	13,700	13,450		
MONROE	C	36,400	35,230		
MONTGOMERY	D	13,300	13,190		
MORGAN	M B	19,300	18,930		
OWEN	D	6,500	6,360		
PUTNAM	D	9,900	9,780		
RANDOLPH	D	10,800	10,640		
RUSH	D	6,500	6,410		
SHELBY	M B	14,200	14,000		
TIPPECANOE	C	43,100	42,020		
TIPTON	C	6,200	6,150		
WARREN	D	2,900	2,870		
WHITE	D	9,200	9,110		
718 JACKSON, MS		299,000	292,180	98	.328
MISSISSIPPI					
ADAMS	D	13,900	13,430		
ATTALA	D	7,100	6,960		
CLAIBORNE	D	3,800	3,640		
COPIAH	D	9,300	9,040		
FRANKLIN	D	3,200	3,090		
HINDS	M B	99,000	97,490		
HOLMES	D	7,500	7,230		
HUMPHREYS	D	4,500	4,400		
ISSAQUENA	D	800	780		
JEFFERSON	D	3,000	2,910		
JEFF DAVIS	D	4,600	4,490		
LAWRENCE	D	4,400	4,210		
LEAKE	D	6,900	6,690		
LINCOLN	D	11,300	10,910		
MADISON	M C	17,700	17,310		
PIKE	D	13,800	13,420		
RANKIN	M B	28,900	28,410		
718 JACKSON, MS (CONT'D)					
MISSISSIPPI					
SCOTT	D	9,400	9,100		
SHARKEY	D	2,300	2,240		
SIMPSON	D	8,600	8,340		
SMITH	D	5,700	5,600		
WALTHALL	D	4,700	4,580		
WARREN	C	19,200	18,780		
YAZOO	D	9,400	9,130		
639 JACKSON, TN		47,400	46,230	98	.052
TENNESSEE					
HARDIN	M D	8,600	8,320		
HENDERSON	M D	9,000	8,620		
MADISON	M C	29,800	29,290		
561 JACKSONVILLE		446,500	438,850	98	.493
FLORIDA					
BAKER	B	5,400	5,310		
BRADFORD	D	7,800	7,610		
CLAY	M B	30,600	30,240		
COLUMBIA	D	15,200	14,930		
DUVAL	M B	253,300	249,530		
HAMILTON	D	3,400	3,290		
NASSAU	M B	15,000	14,750		
PUTNAM	C	23,600	23,140		
ST JOHNS	M B	29,300	28,830		
SUWANNEE	D	9,700	9,310		
UNION	D	2,400	2,330		
GEORGIA					
BRANTLEY	D	3,700	3,590		
CAMDEN	D	5,700	5,650		
CHARLTON	D	2,700	2,640		
CLINCH	D	2,300	2,250		
GLYNN	C	23,100	22,440		
WARE	D	13,300	13,010		
574 JOHNSTOWN-ALTOONA		290,400	285,370	98	.321
PENNSYLVANIA					
BEDFORD	C	17,600	17,140		
BLAIR	M C	51,200	50,580		
CAMBRIA	M B	64,100	63,450		
CAMERON	D	2,700	2,610		
CENTRE	C	39,400	38,150		
CLEARFIELD	C	30,900	30,370		
ELK	D	13,800	13,530		
FULTON	D	5,400	5,270		
HUNTINGDON	C	15,300	15,010		
JEFFERSON	C	19,100	18,840		
SOMERSET	M B	30,900	30,420		
734 JONESBORO		69,400	67,620	97	.076
ARKANSAS					
CLAY	D	7,800	7,650		
CRAIGHEAD	M C	24,000	23,540		
GREENE	M D	12,300	12,120		
LAWRENCE	D	7,200	6,950		
RANDOLPH	D	6,500	6,330		
SHARP	D	6,500	6,250		
MISSOURI					
RIPLEY	D	5,100	4,780		
603 JOPLIN-PITTSBURG		179,100	175,500	98	.197
ARKANSAS					
BENTON	B	35,500	34,460		
KANSAS					
ALLEN	D	6,300	6,190		
BOURBON	D	6,600	6,480		
CHEROKEE	M D	9,100	8,970		
CRAWFORD	M D	15,600	15,330		
LABETTE	D	9,800	9,580		
NEOSHO	D	7,100	7,030		
WILSON	D	4,800	4,640		
WOODSON	D	1,800	1,760		
MISSOURI					
BARTON	D	4,700	4,570		
JASPER	M C	34,700	34,160		
MCDONALD	D	6,000	5,840		
NEWTON	M C	16,300	16,090		
VERNON	D	7,600	7,480		
OKLAHOMA					
OTTAWA	D	13,200	12,920		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
616 KANSAS CITY		735,900	723,320	98	.812
KANSAS					
ANDERSON	D	3,300	3,170		
ATCHISON	D	6,500	6,420		
BROWN	D	4,800	4,600		
DOUGLAS	C	26,000	25,110		
FRANKLIN	D	8,600	8,460		
GEARY	D	10,500	10,310		
JEFFERSON	B	5,800	5,710		
JOHNSON	M A	122,500	121,340		
LEAVENWORTH	M C	19,100	18,780		
LINN	D	3,400	3,350		
MIAMI	M D	8,500	8,350		
WYANDOTTE	M A	64,900	63,800		
MISSOURI					
BATES	D	6,100	5,970		
CALDWELL	D	3,200	3,160		
CARROLL	D	4,500	4,430		
CASS	M A	19,800	19,490		
CLAY	M A	55,900	55,390		
CLINTON	D	6,100	6,010		
DAVIESS	D	3,400	3,350		
GENTRY	D	3,100	3,010		
GRUNDY	D	4,700	4,560		
HENRY	D	8,000	7,900		
JACKSON	M A	250,200	245,150		
JOHNSON	D	12,800	12,580		
LAFAYETTE	M D	11,600	11,380		
LINN	D	6,200	6,110		
LIVINGSTON	D	5,900	5,790		
PETTIS	D	13,900	13,530		
PLATTE	M A	19,100	18,880		
RAY	M A	8,200	8,110		
SALINE	D	9,300	9,100		
557 KNOXVILLE		427,100	419,010	98	.471
KENTUCKY					
BELL	D	11,900	11,490		
HARLAN	C	14,500	14,130		
KNOX	D	10,900	10,670		
MCCREARY	D	5,700	5,560		
WAYNE	D	6,600	6,300		
WHITLEY	D	13,400	13,100		
TENNESSEE					
ANDERSON	M B	27,300	26,940		
BLOUNT	M B	32,100	31,690		
CAMPBELL	D	13,600	13,260		
CLAIBORNE	D	9,700	9,380		
COCKE	D	11,300	11,080		
CUMBERLAND	D	12,300	11,910		
FENTRESS	D	5,600	5,320		
GRAINGER	M D	6,300	6,160		
HAMBLEN	C	21,200	20,910		
HANCOCK	D	2,300	2,260		
JEFFERSON	M D	12,400	12,210		
KNOX	M B	131,800	129,850		
LOUDON	D	11,800	11,620		
MONROE	D	11,000	10,820		
MORGAN	D	5,500	5,350		
ROANE	C	18,700	18,460		
SCOTT	D	7,400	7,210		
SEVIER	M C	19,000	18,690		
UNION	M B	4,800	4,640		
702 LA CROSSE-EAU CLAIRE		159,200	156,870	99	.176
MINNESOTA					
HOUSTON	D	6,300	6,190		
WINONA	C	16,200	16,000		
WISCONSIN					
BUFFALO	D	5,400	5,300		
CHIPPEWA	C	18,800	18,640		
EAU CLAIRE	C	31,700	31,150		
JACKSON	D	6,300	6,240		
LA CROSSE	C	35,700	35,330		
MONROE	D	13,200	12,920		
RUSK	D	5,800	5,680		
TREMPEALEAU	D	9,700	9,580		
VERNON	D	10,100	9,840		
642 LAFAYETTE, LA		200,800	196,980	98	.221
LOUISIANA					
ACADIA	C	20,300	19,880		
ALLEN	D	7,600	7,220		
EVANGELINE	D	12,300	12,090		
IBERIA	C	22,400	22,040		
JEFF DAVIS	D	11,100	10,880		
LAFAYETTE	B	63,000	62,010		
ST LANDRY	C	30,300	29,470		
ST MARTIN	C	15,000	14,750		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
642 LAFAYETTE, LA (CONT'D)					
LOUISIANA					
VERMILION	C	18,800	18,640		
643 LAKE CHARLES		77,400	75,730	98	.085
LOUISIANA					
BEAUREGARD	D	11,500	11,070		
CALCASIEU	M B	62,500	61,310		
CAMERON	D	3,400	3,350		
551 LANSING		219,200	215,970	99	.243
MICHIGAN					
CLINTON	M B	18,800	18,540		
EATON	M B	34,500	34,130		
HILLSDALE	C	14,800	14,430		
INGHAM	M B	99,800	98,320		
JACKSON	M B	51,300	50,550		
749 LAREDO		35,200	34,270	97	.038
TEXAS					
WEBB	M C	32,600	31,800		
ZAPATA	M D	2,600	2,470		
839 LAS VEGAS		243,400	238,610	98	.268
NEVADA					
CLARK	M B	235,600	231,120		
LINCOLN	D	1,400	1,360		
NYE	D	6,400	6,130		
541 LEXINGTON		328,900	319,700	97	.359
KENTUCKY					
ANDERSON	D	4,900	4,840		
BATH	D	3,600	3,530		
BOURBON	M B	7,000	6,850		
BOYLE	D	9,500	9,320		
BREATHITT	D	5,300	4,830		
CASEY	D	5,700	5,420		
CLARK	M B	10,900	10,790		
CLAY	D	7,600	7,180		
ESTILL	D	5,300	4,860		
FAYETTE	M B	83,800	82,370		
FLEMING	D	4,700	4,490		
FRANKLIN	C	17,200	17,000		
GARRARD	D	4,100	3,970		
HARRISON	D	5,500	5,390		
JACKSON	D	4,300	4,070		
JESSAMINE	M B	10,200	9,890		
KNOTT	D	6,000	5,740		
LAUREL	D	15,100	14,800		
LEE	D	2,900	2,720		
LINCOLN	D	6,800	6,500		
MADISON	M C	18,500	18,100		
MENIFEE	D	1,600	1,540		
MERCER	D	7,400	7,310		
MONTGOMERY	D	7,800	7,620		
NICHOLAS	D	2,700	2,630		
OWSLEY	D	1,800	1,700		
PERRY	D	11,900	11,460		
POWELL	D	4,000	3,810		
PULASKI	C	18,500	17,950		
ROCKCASTLE	D	5,300	5,030		
ROWAN	D	6,300	6,070		
RUSSELL	D	5,600	5,430		
SCOTT	M B	8,100	7,890		
WOLFE	D	2,400	2,070		
WOODFORD	M B	6,600	6,530		
558 LIMA		40,800	40,180	98	.045
OHIO					
ALLEN	B	40,800	40,180		
722 LINCOLN & HSTNGS-KRNY PLUS		261,600	257,340	9	.289
KANSAS					
CLOUD	D	4,600	4,510		
JEWELL	D	2,000	1,950		
PHILLIPS	D	2,900	2,820		
REPUBLIC	D	2,900	2,850		
SMITH	D	2,300	2,280		
WASHINGTON	D	3,100	3,050		
NEBRASKA					
ADAMS	M D	12,200	12,100		
BOONE	D	2,600	2,560		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
722 LINCOLN & HSTNGS-KRNY PLUS (CONT'D)					
NEBRASKA					
BROWN	D	1,700	1,630		
BUFFALO	M D	14,000	13,850		
CHASE	D	1,900	1,880		
CLAY	D	3,000	2,980		
CUSTER	D	5,100	4,980		
DAWSON	D	8,800	8,660		
FILLMORE	D	3,000	2,910		
FRANKLIN	D	1,700	1,670		
FRONTIER	D	1,400	1,370		
FURNAS	D	2,600	2,540		
GAGE	D	9,000	8,910		
GARFIELD	D	1,000	990		
GOSPER	D	800	800		
GREELEY	D	1,200	1,180		
HALL	M C	19,200	19,000		
HAMILTON	D	3,400	3,330		
HARLAN	D	1,700	1,660		
HAYES	D	500	500		
HOLT	D	5,100	5,040		
HOWARD	D	2,400	2,380		
JEFFERSON	D	3,700	3,660		
KEARNEY	D	2,600	2,580		
LANCASTER	M B	81,800	79,980		
LOUP	D	300	300		
MERRICK	D	3,200	3,170		
NANCE	D	1,800	1,780		
NUCKOLLS	D	2,600	2,560		
PAWNEE	D	1,500	1,480		
PERKINS	D	1,500	1,490		
PHELPS	D	3,600	3,570		
PLATTE	D	11,000	10,900		
POLK	D	2,300	2,290		
RED WILLOW	D	5,000	4,910		
ROCK	D	900	890		
SALINE	D	5,000	4,950		
SHERMAN	D	1,500	1,480		
THAYER	D	2,800	2,770		
VALLEY	D	2,300	2,270		
WEBSTER	D	1,900	1,830		
WHEELER	D	400	390		
YORK	D	5,800	5,710		
693 LITTLE ROCK-PINE BLUFF		457,400	447,840	98	.503
ARKANSAS					
ARKANSAS	D	8,600	8,410		
BRADLEY	D	5,200	5,090		
CALHOUN	D	2,200	2,150		
CLARK	D	8,100	7,920		
CLEBURNE	D	8,100	7,860		
CLEVELAND	D	2,900	2,850		
CONWAY	D	7,100	7,010		
DALLAS	D	4,000	3,960		
DESHA	D	6,600	6,460		
DREW	D	6,500	6,320		
FAULKNER	M C	19,400	19,080		
GARLAND	C	32,000	31,220		
GRANT	D	5,000	4,840		
HOT SPRING	D	10,600	10,380		
INDEPENDENCE	D	12,000	11,620		
JACKSON	D	7,700	7,540		
JEFFERSON	M C	30,600	30,030		
JOHNSON	D	7,100	6,960		
LINCOLN	D	3,600	3,450		
LONOKE	M D	13,500	13,230		
MONROE	D	4,500	4,320		
MONTGOMERY	D	3,400	3,340		
NEVADA	D	3,800	3,720		
OUACHITA	D	12,700	12,390		
PERRY	D	2,900	2,860		
PIKE	D	4,200	4,090		
POLK	D	6,600	6,350		
POPE	D	16,500	16,140		
PRAIRIE	D	3,700	3,640		
PULASKI	M B	134,900	132,490		
SALINE	M B	19,900	19,670		
SEARCY	D	3,600	3,430		
STONE	D	3,600	3,360		
VAN BUREN	D	6,300	6,200		
WHITE	C	19,300	19,010		
WOODRUFF	D	3,800	3,680		
YELL	D	6,900	6,770		
803 LOS ANGELES		4,764,200	4,652,700	98	5.226
CALIFORNIA					
INYO	D	7,800	7,500		
KERN-E	B	22,500	21,800		
LOS ANGELES	M A	3,087,400	3,011,760		
ORANGE	M A	785,300	771,870		
RIVERSIDE-W	A	238,300	231,080		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
803 LOS ANGELES (CONT'D)					
CALIFORNIA					
SAN BERNARDNO	A	413,700	403,610		
VENTURA	A	209,200	205,080		
529 LOUISVILLE		512,000	504,220	98	.566
INDIANA					
CLARK	M B	33,000	32,480		
CRAWFORD	D	3,600	3,460		
FLOYD	M B	22,700	22,430		
HARRISON	M D	10,200	10,010		
JACKSON	D	13,700	13,360		
JEFFERSON	D	10,400	10,220		
JENNINGS	D	7,700	7,640		
ORANGE	D	7,000	6,920		
SCOTT	D	7,300	7,150		
WASHINGTON	D	8,200	8,070		
KENTUCKY					
BRECKINRIDGE	D	6,100	5,990		
BULLITT	M B	15,300	15,050		
CARROLL	D	3,500	3,450		
GREEN	D	4,000	3,920		
HARDIN	C	26,800	26,440		
HART	D	6,200	6,070		
HENRY	D	4,800	4,730		
JEFFERSON	M B	258,400	254,810		
LARUE	D	4,500	4,390		
MARION	D	5,800	5,660		
MEADE	D	7,800	7,730		
NELSON	D	9,900	9,720		
OLDHAM	M B	10,100	9,990		
SHELBY	M D	8,700	8,580		
SPENCER	D	2,200	2,170		
TAYLOR	D	8,600	8,400		
TRIMBLE	D	2,200	2,130		
WASHINGTON	D	3,300	3,250		
651 LUBBOCK		137,700	135,410	98	.152
TEXAS					
BAILEY	D	2,700	2,610		
BORDEN	D	300	290		
COCHRAN	D	1,600	1,580		
CROSBY	D	2,800	2,740		
DAWSON	D	5,500	5,380		
DICKENS	D	1,300	1,240		
FLOYD	D	3,100	3,040		
GARZA	D	1,800	1,760		
HALE	D	12,300	12,130		
HOCKLEY	D	8,600	8,450		
KENT	D	400	390		
LAMB	D	6,100	6,010		
LUBBOCK	M B	79,000	77,770		
LYNN	D	2,600	2,570		
MOTLEY	D	800	770		
TERRY	D	5,300	5,260		
YOAKUM	D	3,500	3,420		
503 MACON		156,100	153,340	98	.172
GEORGIA					
BALDWIN	D	12,100	11,910		
BIBB	M B	57,200	56,230		
BLECKLEY	M D	3,700	3,650		
CRAWFORD	M D	2,500	2,430		
DODGE	D	6,000	5,910		
HOUSTON	M B	29,900	29,560		
JONES	M B	6,900	6,740		
LAURENS	D	13,900	13,530		
PEACH	M D	7,400	7,290		
PULASKI	D	3,200	3,150		
TELFAIR	D	4,000	3,880		
TWIGGS	M B	3,600	3,520		
WHEELER	D	2,000	1,930		
WILKINSON	M D	3,700	3,610		
669 MADISON		219,700	215,140	98	.242
WISCONSIN					
COLUMBIA	C	18,100	17,870		
DANE	M B	137,400	134,190		
GREEN	D	12,300	12,130		
IOWA	D	7,500	7,410		
JUNEAU	D	8,600	8,460		
LAFAYETTE	D	6,200	6,130		
MARQUETTE	D	5,500	5,420		
RICHLAND	D	6,500	6,350		
SAUK	C	17,600	17,180		

M = Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
737 MANKATO		53,400	52,620	99	.059
IOWA					
EMMET	D	5,000	4,930		
MINNESOTA					
BL ERTH-NCL-S	M C	23,700	23,320		
BROWN	M D	10,200	10,080		
MARTIN	M D	9,700	9,540		
WATONWAN	M D	4,800	4,750		
553 MARQUETTE		52,500	51,410	98	.058
MICHIGAN					
BARAGA	D	3,000	2,910		
HOUGHTON	D	13,300	12,830		
IRON	D	5,600	5,500		
KEWEENAW	D	700	690		
MARQUETTE	C	25,000	24,730		
ONTONAGON	D	3,500	3,360		
WISCONSIN					
FLORENCE	D	1,400	1,390		
611 MASON CITY-AUSTIN-ROCHESTR		144,800	143,070	99	.161
IOWA					
CERRO GORDO	C	20,000	19,860		
FLOYD	D	7,200	7,140		
HANCOCK	D	5,600	5,550		
HOWARD	D	4,100	4,040		
KOSSUTH	D	8,000	7,840		
MITCHELL	D	4,500	4,450		
WINNEBAGO	D	5,300	5,280		
WORTH	D	3,600	3,560		
MINNESOTA					
DODGE	D	5,500	5,450		
FARIBAULT	D	7,400	7,330		
FILLMORE	D	7,900	7,830		
FREEBORN	D	13,600	13,510		
MOWER	C	15,300	15,210		
OLMSTED	C	36,800	36,020		
813 MEDFORD-KLAMATH FALLS		135,200	130,180	96	.146
CALIFORNIA					
MODOC	D	3,600	3,330		
SISKIYOU	D	17,500	16,770		
OREGON					
CURRY	D	7,000	6,720		
JACKSON	M C	53,800	51,940		
JOSEPHINE	C	28,200	26,990		
KLAMATH	C	22,100	21,540		
LAKE	D	3,000	2,890		
640 MEMPHIS		594,800	582,910	98	.655
ARKANSAS					
CRITTENDEN	M B	16,700	16,320		
CROSS	D	6,800	6,670		
LEE	D	5,100	4,890		
MISSISSIPPI	C	19,500	19,120		
PHILLIPS	D	11,100	10,740		
POINSETT	D	9,200	9,010		
ST FRANCIS	D	9,900	9,650		
MISSISSIPPI					
ALCORN	D	13,200	12,790		
BENTON	D	2,700	2,630		
COAHOMA	D	12,100	11,680		
DE SOTO	M B	21,500	21,170		
LAFAYETTE	D	11,500	11,240		
MARSHALL	D	10,400	10,060		
PANOLA	D	9,800	9,570		
QUITMAN	D	3,900	3,700		
TATE	D	6,900	6,750		
TIPPAH	D	7,300	7,100		
TUNICA	D	3,000	2,910		
UNION	D	9,100	8,980		
YALOBUSHA	D	4,900	4,740		
MISSOURI					
PEMISCOT	D	8,500	8,210		
TENNESSEE					
CHESTER	D	4,800	4,730		
CROCKETT	D	5,200	5,130		
DYER	D	13,300	13,070		
FAYETTE	D	8,200	7,980		
GIBSON	C	18,900	18,630		
HARDEMAN	D	8,300	8,120		
HAYWOOD	D	7,000	6,840		
LAUDERDALE	D	9,300	9,080		
MCNAIRY	D	9,400	9,200		
SHELBY	M B	295,100	290,200		
TIPTON	M B	12,200	12,000		
711 MERIDIAN		76,400	74,340	97	.083
ALABAMA					
CHOCTAW	M D	5,900	5,680		
MARENGO	M D	8,500	8,210		
SUMTER	M D	5,400	5,240		
MISSISSIPPI					
CLARKE	M D	6,400	6,260		
KEMPER	M D	3,500	3,360		
LAUDERDALE	M C	30,100	29,510		
NESHOBA	D	9,100	8,720		
NEWTON	D	7,500	7,360		
528 MIAMI-FT. LAUDERDALE		1,221,800	1,200,520	98	1.348
FLORIDA					
BROWARD	A	508,100	502,360		
DADE	M A	681,000	666,700		
MONROE	C	32,700	31,460		
617 MILWAUKEE		710,200	702,480	99	.789
WISCONSIN					
DODGE	C	26,800	26,470		
JEFFERSON	C	24,400	24,090		
MILWAUKEE	M A	374,200	369,750		
OZAUKEE	M A	24,800	24,650		
RACINE	A	63,400	62,800		
SHEBOYGAN	C	38,000	37,570		
WALWORTH	C	27,200	26,890		
WASHINGTON	M C	31,200	30,860		
WAUKESHA	M A	100,200	99,400		
613 MINNEAPOLIS-ST. PAUL		1,231,400	1,213,140	99	1.363
MINNESOTA					
ANOKA	M A	74,000	73,490		
BENTON	B	9,600	9,520		
BIG STONE	D	2,900	2,860		
CARVER	M A	14,500	14,440		
CHIPPEWA	D	5,600	5,530		
CHISAGO	M A	10,200	10,070		
COTTONWOOD	D	5,300	5,170		
CROW WING	C	17,500	17,190		
DAKOTA	M A	82,400	81,920		
GOODHUE	D	14,700	14,520		
HENNEPIN	M A	413,300	406,520		
ISANTI	M D	9,100	8,960		
JACKSON	D	4,900	4,770		
KANABEC	D	5,000	4,820		
KANDIYOHI	D	14,100	13,890		
LAC QUI PARLE	D	3,800	3,750		
LE SUEUR	D	8,700	8,600		
LYON	D	9,000	8,920		
MCLEOD	D	11,300	11,180		
MEEKER	D	7,800	7,610		
MILLE LACS	D	7,300	7,160		
MORRISON	D	10,300	10,150		
NICOLLET-N	D	5,000	4,900		
PINE	D	7,600	7,350		
RAMSEY	M A	186,800	183,490		
REDWOOD	D	6,700	6,640		
RENVILLE	D	7,400	7,310		
RICE	C	16,100	15,950		
SCOTT	M A	17,300	17,120		
SHERBURNE	B	11,500	11,360		
SIBLEY	D	5,500	5,430		
STEARNS	B	36,400	35,940		
STEELE	D	11,000	10,850		
STEVENS	D	3,700	3,610		
SWIFT	D	4,700	4,610		
TODD	D	9,400	9,250		
WABASHA	D	7,500	7,290		
WASECA	D	6,900	6,700		
WASHINGTON	M A	42,900	42,470		
WRIGHT	M A	22,000	21,750		
YELLOW MED	D	4,600	4,520		
WISCONSIN					
BARRON	D	15,700	15,340		
BURNETT	D	5,400	5,260		
DUNN	D	12,100	11,840		
PEPIN	D	2,800	2,610		
PIERCE	D	11,400	11,190		
POLK	D	13,300	13,140		
ST CROIX	M A	16,400	16,180		
687 MINOT-BISMARCK-DICKINSON		146,900	144,550	98	.162
MONTANA					
DANIELS	D	1,000	960		
MCCONE	D	900	880		
RICHLAND	D	5,100	5,010		
ROOSEVELT	D	3,800	3,690		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
687 MINOT-BISMARCK-DICKINSON (CONT'D)					
MONTANA					
SHERIDAN	D	2,100	2,050		
WIBAUX	D	500	490		
NORTH DAKOTA					
ADAMS	D	1,300	1,270		
BILLINGS	D	400	400		
BOTTINEAU	D	3,200	3,190		
BOWMAN	D	1,600	1,550		
BURKE	D	1,400	1,360		
BURLEIGH	C	23,500	23,190		
DIVIDE	D	1,200	1,180		
DUNN	D	1,600	1,550		
EMMONS	D	2,000	1,980		
GOLDEN VALLEY	D	900	890		
GRANT	D	1,600	1,580		
HETTINGER	D	1,500	1,470		
KIDDER	D	1,400	1,390		
LOGAN	D	1,200	1,180		
MCHENRY	D	2,800	2,740		
MCINTOSH	D	1,900	1,860		
MCKENZIE	D	2,800	2,770		
MCLEAN	D	4,600	4,530		
MERCER	D	5,300	5,210		
MORTON	C	9,900	9,790		
MOUNTRAIL	D	2,900	2,830		
OLIVER	D	800	790		
PIERCE	D	2,000	1,980		
RENVILLE	D	1,300	1,290		
ROLETTE	D	3,700	3,630		
SHERIDAN	D	1,000	980		
SIOUX	D	900	880		
SLOPE	D	400	400		
STARK	D	9,000	8,910		
WARD	C	21,700	21,370		
WELLS	D	2,700	2,640		
WILLIAMS	D	10,500	10,350		
SOUTH DAKOTA					
CAMPBELL	D	800	780		
CORSON	D	1,500	1,460		
DEWEY	D	1,500	1,460		
WALWORTH	D	2,700	2,640		
762 MISSOULA		76,700	73,170	95	.082
MONTANA					
FLATHEAD	C	23,400	22,530		
GRANITE	D	1,100	1,060		
LAKE	M D	8,300	8,020		
MINERAL	D	1,700	1,640		
MISSOULA	M C	31,700	29,920		
RAVALLI	M D	10,500	10,000		
686 MOBILE-PENSACOLA		440,900	432,550	98	.486
ALABAMA					
BALDWIN	M B	34,300	33,620		
CLARKE	D	9,400	9,160		
ESCAMBIA	D	12,800	12,560		
MOBILE	M B	138,200	135,890		
MONROE	D	7,900	7,690		
WASHINGTON	D	5,800	5,600		
FLORIDA					
ESCAMBIA	M B	104,100	102,060		
OKALOOSA	C	53,800	52,700		
SANTA ROSA	M B	24,800	24,330		
MISSISSIPPI					
GEORGE	D	5,500	5,390		
JACKSON	C	44,300	43,550		
628 MONROE-EL DORADO		185,700	181,830	98	.204
ARKANSAS					
ASHLEY	D	9,400	9,110		
UNION	M C	18,500	18,200		
LOUISIANA					
CALDWELL	D	4,700	4,590		
CATAHOULA	D	4,600	4,340		
CONCORDIA	D	8,200	8,010		
EAST CARROLL	D	3,700	3,610		
FRANKLIN	D	8,400	8,100		
JACKSON	D	6,800	6,600		
LA SALLE	D	6,600	6,460		
LINCOLN	M D	14,100	13,770		
MADISON	D	5,800	5,660		
MOREHOUSE	M D	13,000	12,740		
OUACHITA	M C	51,800	51,010		
RICHLAND	D	7,700	7,540		
TENSAS	D	3,000	2,970		
UNION	M D	8,400	8,330		
WEST CARROLL	D	4,700	4,630		
WINN	D	6,300	6,160		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
828 MONTEREY-SALINAS		210,700	202,870	96	.228
CALIFORNIA					
MONTEREY	M B	113,000	109,620		
SAN BENITO	D	10,800	10,490		
SANTA CRUZ	M B	86,900	82,760		
698 MONTGOMERY		212,100	207,810	98	.233
ALABAMA					
AUTAUGA	M B	12,500	12,300		
BULLOCK	D	3,700	3,550		
BUTLER	D	7,700	7,520		
CONECUH	D	5,500	5,350		
COVINGTON	D	14,400	14,130		
CRENSHAW	D	5,300	5,200		
DALLAS	C	18,600	18,110		
ELMORE	M B	16,600	16,400		
LOWNDES	D	4,000	3,870		
MACON	D	8,600	8,410		
MONTGOMERY	M B	80,600	79,360		
PERRY	D	5,000	4,780		
PIKE	D	10,200	9,940		
TALLAPOOSA	D	14,800	14,490		
WILCOX	D	4,600	4,400		
659 NASHVILLE		698,400	685,840	98	.770
KENTUCKY					
ALLEN	D	5,800	5,720		
BARREN	D	12,900	12,670		
BUTLER	D	4,200	4,140		
CHRISTIAN	B	20,600	20,260		
CLINTON	D	3,500	3,370		
CUMBERLAND	D	2,800	2,480		
LOGAN	D	9,900	9,710		
MONROE	D	4,700	4,590		
SIMPSON	D	5,500	5,390		
TODD	D	4,100	3,810		
TRIGG	D	3,600	3,520		
TENNESSEE					
BEDFORD	D	10,900	10,770		
BENTON	D	6,200	6,040		
CANNON	D	4,200	4,090		
CARROLL	D	10,800	10,560		
CHEATHAM	M B	9,200	9,060		
CLAY	D	3,200	2,990		
COFFEE	D	15,700	15,380		
DAVIDSON	M B	197,700	195,350		
DECATUR	D	4,500	4,390		
DE KALB	D	5,700	5,590		
DICKSON	M B	12,300	12,100		
FRANKLIN	D	12,000	11,790		
GILES	D	9,400	9,240		
HENRY	D	11,700	11,220		
HICKMAN	D	5,600	5,510		
HOUSTON	D	2,300	2,240		
HUMPHREYS	D	6,200	6,070		
JACKSON	D	3,300	3,210		
LAWRENCE	D	13,200	12,670		
LEWIS	D	3,600	3,560		
MACON	D	6,100	5,990		
MARSHALL	D	8,000	7,870		
MAURY	C	20,700	20,380		
MONTGOMERY	B	31,900	31,500		
MOORE	D	1,800	1,720		
OVERTON	D	6,600	6,440		
PERRY	D	2,500	2,440		
PICKETT	D	1,600	1,570		
PUTNAM	C	19,000	18,400		
ROBERTSON	M B	14,500	14,270		
RUTHERFORD	M B	37,300	36,830		
SMITH	D	5,700	5,530		
STEWART	D	3,700	3,650		
SUMNER	M B	34,200	33,670		
TROUSDALE	D	2,500	2,440		
VAN BUREN	D	1,500	1,470		
WARREN	D	13,100	12,840		
WAYNE	D	5,300	5,170		
WHITE	D	7,800	7,430		
WILLIAMSON	M B	25,400	25,140		
WILSON	M B	23,900	23,600		
622 NEW ORLEANS		652,100	641,780	98	.721
LOUISIANA					
JEFFERSON	M B	175,700	173,930		
LAFOURCHE	C	29,400	29,100		
ORLEANS	M B	218,900	214,680		
PLAQUEMINES	D	8,200	8,090		
ST BERNARD	M B	24,000	23,830		
ST CHARLES	D	14,600	14,370		
ST JAMES	D	6,800	6,630		
ST JOHN BAPT	D	13,400	13,240		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
622 NEW ORLEANS (CONT'D)					
LOUISIANA					
ST TAMMANY	M B	53,300	52,560		
TANGIPAHOA	C	32,000	31,230		
TERREBONNE	C	33,800	33,290		
WASHINGTON	C	16,800	16,180		
MISSISSIPPI					
HANCOCK	B	11,500	11,290		
PEARL RIVER	D	13,700	13,360		
501 NEW YORK		7,019,700	6,878,100	98	7.726
CONNECTICUT					
FAIRFIELD	B	298,600	294,960		
NEW JERSEY					
BERGEN	M A	318,200	315,650		
ESSEX	M A	310,900	305,680		
HUDSON	M A	215,600	211,890		
HUNTERDON	C	34,800	34,360		
MIDDLESEX	M A	224,800	222,690		
MONMOUTH	A	201,200	199,210		
MORRIS	M A	148,100	146,740		
OCEAN	B	166,800	164,630		
PASSAIC	M A	166,800	164,280		
SOMERSET	M A	77,300	76,590		
SUSSEX	C	44,100	43,480		
UNION	M A	188,200	186,300		
WARREN	B	33,100	32,720		
NEW YORK					
BRONX	M A	454,400	443,720		
DUTCHESS	B	89,500	88,150		
KINGS	M A	894,600	866,330		
NASSAU	M A	448,100	444,610		
NEW YORK	M A	764,700	723,940		
ORANGE	B	95,300	93,300		
PUTNAM	M A	27,900	27,760		
QUEENS	M A	755,300	743,440		
RICHMOND	M A	129,400	128,170		
ROCKLAND	M A	86,700	84,750		
SUFFOLK	M A	425,400	421,190		
SULLIVAN	C	26,500	25,330		
ULSTER	B	62,000	60,520		
WESTCHESTER	M A	322,200	318,590		
PENNSYLVANIA					
PIKE	D	9,200	9,120		
544 NORFOLK-PORTSMTH-NEWPT NWS		545,400	536,940	98	.603
NORTH CAROLINA					
CAMDEN	D	2,000	1,950		
CHOWAN	D	5,200	5,130		
CURRITUCK	B	5,200	5,130		
DARE	D	7,900	7,530		
GATES	D	3,200	3,140		
HERTFORD	D	8,200	8,030		
NORTHAMPTON	D	7,600	7,350		
PASQUOTANK	D	11,400	11,180		
PERQUIMANS	D	4,000	3,910		
VIRGINIA					
ACCOMACK	D	11,600	11,220		
GLOUCESTER	M B	10,000	9,840		
ISLE OF WIGHT	D	8,400	8,230		
JAMES CITY	M B	12,800	12,560		
MATHEWS	D	3,700	3,610		
NORTHAMPTON	D	5,500	5,360		
SOUTHAMPTON	D	7,700	7,500		
SUFFOLK CITY	M B	17,400	17,060		
SURRY	D	2,000	1,960		
VIRGINIA BCH	M B	113,700	112,690		
YORK	M B	16,400	16,220		
CHSPEAKE CITY	M B	45,200	44,540		
NORFOLK CITY	M B	94,900	93,410		
PRTSMUTH CITY	M B	39,500	38,940		
HAMPTON CITY	M B	44,200	43,490		
NWPRT NWS CTY	M B	57,700	56,960		
740 NORTH PLATTE		14,800	14,590	99	.016
NEBRASKA					
ARTHUR	D	200	200		
BLAINE	D	300	280		
HOOKER	D	400	380		
LINCOLN	D	12,900	12,740		
LOGAN	D	400	390		
MCPHERSON	D	200	200		
THOMAS	D	400	400		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
633 ODESSA-MIDLAND		153,800	150,990	98	.170
NEW MEXICO					
LEA-S	C	2,600	2,550		
TEXAS					
ANDREWS	D	5,400	5,370		
BREWSTER	D	2,900	2,730		
CRANE	D	1,700	1,690		
CROCKETT	D	1,600	1,550		
ECTOR	M C	51,000	50,290		
GAINES	D	4,900	4,730		
GLASSCOCK	D	400	390		
HOWARD	D	13,200	12,990		
JEFF DAVIS	D	600	530		
LOVING	D	100	100		
MARTIN	D	1,600	1,580		
MIDLAND	M C	43,600	42,860		
PECOS	D	5,000	4,860		
PRESIDIO	D	1,800	1,700		
REAGAN	D	1,500	1,490		
REEVES	D	4,800	4,670		
TERRELL	D	600	580		
UPTON	D	1,800	1,770		
WARD	D	5,200	5,120		
WINKLER	D	3,500	3,440		
650 OKLAHOMA CITY		617,800	606,880	98	.682
OKLAHOMA					
ALFALFA	D	2,700	2,630		
BECKHAM	D	9,200	8,820		
BLAINE	D	5,200	5,090		
CADDO	D	12,800	12,580		
CANADIAN	M B	26,100	25,690		
CLEVELAND	M B	60,500	59,700		
CUSTER	D	12,500	12,290		
DEWEY	D	2,200	2,140		
ELLIS	D	2,200	2,110		
GARFIELD	C	25,900	25,490		
GARVIN	D	11,600	11,320		
GRADY	D	16,900	16,450		
GRANT	D	2,600	2,470		
GREER	D	3,000	2,960		
HARMON	D	1,700	1,670		
HARPER	D	1,800	1,740		
HUGHES	D	5,800	5,790		
KAY	C	20,900	20,610		
KINGFISHER	D	5,700	5,600		
KIOWA	D	5,300	5,180		
LINCOLN	D	12,500	12,230		
LOGAN	M D	11,400	11,180		
MCCLAIN	M B	9,200	9,040		
MAJOR	D	3,300	3,220		
MURRAY	D	5,000	4,940		
NOBLE	D	4,900	4,800		
OKLAHOMA	M B	256,300	252,330		
PAYNE	C	25,200	24,550		
POTTAWATOMIE	M B	24,300	23,920		
ROGER MILLS	D	2,200	2,130		
SEMINOLE	D	11,000	10,790		
WASHITA	D	5,500	5,320		
WOODS	D	4,100	4,030		
WOODWARD	D	8,300	8,070		
652 OMAHA		353,000	348,330	99	.391
IOWA					
ADAMS	D	2,100	2,080		
CASS	D	6,800	6,690		
CRAWFORD	D	6,800	6,750		
FREMONT	D	3,700	3,650		
HARRISON	D	6,000	5,950		
MILLS	D	4,700	4,670		
MONTGOMERY	D	5,500	5,440		
PAGE	D	7,500	7,380		
POTTAWATTAMIE	M B	33,300	32,850		
SHELBY	D	5,400	5,340		
TAYLOR	D	3,300	3,260		
MISSOURI					
ATCHISON	D	3,200	3,140		
NEBRASKA					
BURT	D	3,500	3,460		
BUTLER	D	3,400	3,370		
CASS	D	8,200	8,150		
COLFAX	D	3,700	3,630		
CUMING	D	4,100	4,040		
DODGE	D	14,000	13,840		
DOUGLAS	M B	161,600	159,160		
JOHNSON	D	2,000	1,980		
NEMAHA	D	3,300	3,250		
OTOE	D	6,000	5,940		
RICHARDSON	D	4,300	4,230		
SARPY	M B	31,900	31,690		
SAUNDERS	D	7,000	6,930		
SEWARD	D	5,900	5,710		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
652 OMAHA (CONT'D)					
NEBRASKA					
WASHINGTON	M D	5,800	5,750		
538 ORLANDO-DAYTONA BCH-MELBRN		789,900	777,350	98	.873
FLORIDA					
BREVARD	M B	150,100	148,160		
FLAGLER	D	7,700	7,500		
LAKE	C	56,700	55,990		
MARION	C	70,100	68,640		
ORANGE	M B	224,800	220,620		
OSCEOLA	M B	34,100	33,720		
SEMINOLE	M B	92,300	91,100		
SUMTER	D	11,600	11,360		
VOLUSIA	M B	142,500	140,260		
631 OTTUMWA-KIRKSVILLE		45,000	43,870	97	.049
IOWA					
DAVIS	D	3,300	3,200		
JEFFERSON	D	6,400	6,070		
VAN BUREN	D	3,300	3,280		
WAPELLO	C	15,800	15,510		
MISSOURI					
ADAIR	D	9,200	8,940		
PUTNAM	D	2,100	2,060		
SCHUYLER	D	2,000	1,940		
SULLIVAN	D	2,900	2,850		
632 PADUCAH-C.GIRARDEAU-HARRBG		346,400	340,340	98	.382
ILLINOIS					
ALEXANDER	D	4,800	4,700		
FRANKLIN	C	19,000	17,760		
HAMILTON	D	3,900	3,820		
HARDIN	D	2,100	2,080		
JACKSON	C	24,100	23,560		
JEFFERSON	D	16,100	15,850		
JOHNSON	D	4,200	4,110		
MASSAC	D	6,300	6,210		
POPE	D	1,800	1,770		
PULASKI	D	3,500	3,440		
SALINE	D	12,200	12,010		
UNION	D	7,700	7,470		
WILLIAMSON	C	25,200	24,760		
KENTUCKY					
BALLARD	D	3,300	3,240		
CALDWELL	D	4,900	4,800		
CALLOWAY	D	12,100	11,830		
CARLISLE	D	2,000	1,950		
CRITTENDEN	D	3,300	3,270		
FULTON	D	3,200	3,140		
GRAVES	D	13,100	12,930		
HICKMAN	D	2,000	1,970		
LIVINGSTON	D	3,700	3,630		
LYON	D	2,400	2,350		
MCCRACKEN	C	24,200	23,900		
MARSHALL	D	10,400	10,330		
MISSOURI					
BOLLINGER	D	4,100	4,020		
BUTLER	D	15,000	14,600		
CPE GIRARDEAU	C	22,800	22,410		
CARTER	D	2,100	2,030		
DUNKLIN	D	13,200	12,890		
MISSISSIPPI	D	5,400	5,330		
NEW MADRID	D	7,800	7,630		
REYNOLDS	D	2,800	2,700		
SCOTT	D	14,700	14,520		
STODDARD	D	11,100	10,970		
WAYNE	D	4,800	4,730		
TENNESSEE					
LAKE	D	2,600	2,550		
OBION	D	13,100	12,880		
WEAKLEY	D	12,400	12,200		
804 PALM SPRINGS		96,500	94,100	98	.106
CALIFORNIA					
RIVERSIDE-E	M A	96,500	94,100		
656 PANAMA CITY		76,300	74,830	98	.084
FLORIDA					
BAY	M C	47,000	46,300		
CALHOUN	D	3,500	3,400		
FRANKLIN	D	3,100	2,980		
GULF	D	3,900	3,820		
LIBERTY	D	1,500	1,450		
WALTON	D	10,900	10,640		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
656 PANAMA CITY (CONT'D)					
FLORIDA					
WASHINGTON	D	6,400	6,240		
597 PARKERSBURG		62,700	61,860	99	.069
OHIO					
WASHINGTON	M B	23,900	23,550		
WEST VIRGINIA					
PLEASANTS	D	2,900	2,880		
WOOD	M B	35,900	35,430		
675 PEORIA-BLOOMINGTON		214,900	211,400	98	.237
ILLINOIS					
FULTON	C	15,700	15,510		
MCLEAN	M C	46,200	45,520		
MARSHALL	D	5,200	5,100		
MASON	D	7,100	7,030		
PEORIA	M B	75,000	73,790		
PUTNAM	D	2,300	2,270		
STARK	D	2,800	2,770		
TAZEWELL	M B	48,500	47,680		
WOODFORD	M B	12,100	11,730		
504 PHILADELPHIA		2,611,300	2,579,340	99	2.897
DELAWARE					
KENT	C	36,800	36,290		
NEW CASTLE	A	149,700	147,540		
NEW JERSEY					
ATLANTIC	B	82,100	80,770		
BURLINGTON	M A	134,400	133,650		
CAMDEN	M A	179,600	178,130		
CAPE MAY	C	40,700	40,160		
CUMBERLAND	C	48,300	47,680		
GLOUCESTER	M A	76,600	76,000		
MERCER	A	116,200	114,790		
SALEM	A	25,000	24,790		
PENNSYLVANIA					
BERKS	B	126,500	124,650		
BUCKS	M A	183,700	182,290		
CHESTER	M A	121,600	119,850		
DELAWARE	M A	205,700	204,120		
LEHIGH	B	111,600	110,270		
MONTGOMERY	M A	248,600	246,510		
NORTHAMPTON	B	89,300	88,250		
PHILADELPHIA	M A	634,900	623,600		
753 PHOENIX		966,400	938,830	97	1.054
ARIZONA					
COCONINO	C	29,900	27,760		
GILA	D	14,800	14,170		
GRAHAM	D	7,600	7,250		
GREENLEE	D	3,400	3,320		
MARICOPA	M A	775,300	758,320		
MOHAVE	C	32,500	31,710		
NAVAJO	C	22,700	20,370		
PINAL	C	36,200	35,230		
YAVAPAI	C	39,800	37,190		
APACHE-S	C	4,200	3,510		
508 PITTSBURGH		1,195,800	1,180,580	99	1.326
MARYLAND					
GARRETT	D	10,000	9,470		
PENNSYLVANIA					
ALLEGHENY	M A	550,000	543,350		
ARMSTRONG	C	30,300	29,960		
BEAVER	M A	71,700	71,010		
BUTLER	C	55,100	54,620		
CLARION	C	14,900	14,480		
FAYETTE	M B	60,200	59,590		
FOREST	D	1,900	1,810		
GREENE	C	15,400	15,180		
INDIANA	C	32,600	32,050		
LAWRENCE	C	38,300	37,940		
VENANGO	C	23,900	23,480		
WASHINGTON	M A	80,800	79,920		
WESTMORELAND	M A	145,300	143,670		
WEST VIRGINIA					
MARION	C	25,100	24,660		
MONONGALIA	C	28,900	28,340		
PRESTON	D	11,400	11,050		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
500 PORTLAND-AUBURN		310,700	306,090	99	.344
MAINE					
ANDROSCOGGIN	M C	37,500	37,020		
CUMBERLAND	M B	88,900	87,370		
FRANKLIN	D	11,000	10,770		
KENNEBEC	C	43,100	42,560		
LINCOLN	D	11,000	10,910		
OXFORD	C	19,100	18,850		
SAGADAHOC	D	12,200	12,050		
YORK	C	60,900	60,270		
NEW HAMPSHIRE					
CARROLL	D	13,900	13,350		
COOS	D	13,100	12,940		
820 PORTLAND, OR		832,000	805,610	97	.905
OREGON					
BAKER	D	6,100	5,540		
BENTON	C	23,700	22,510		
CLACKAMAS	M B	92,600	89,950		
CLATSOP	D	12,900	12,140		
COLUMBIA	D	13,400	13,100		
CROOK	D	5,200	4,930		
GILLIAM	D	800	770		
HARNEY	D	2,900	2,710		
HOOD RIVER	D	6,200	5,950		
JEFFERSON	D	4,600	4,230		
LINCOLN	D	15,700	14,700		
LINN	C	33,300	32,200		
MARION	M B	80,800	78,320		
MULTNOMAH	M B	238,800	231,140		
POLK	B	17,200	16,840		
SHERMAN	D	800	750		
TILLAMOOK	D	8,600	8,210		
UNION	D	8,700	8,340		
WASCO	D	8,400	7,920		
WASHINGTON	M B	107,600	105,780		
WHEELER	D	700	680		
YAMHILL	C	21,000	20,420		
WASHINGTON					
CLARK	M B	80,700	78,590		
COWLITZ	C	30,600	29,990		
KLICKITAT	D	6,300	5,860		
SKAMANIA	D	3,000	2,730		
WAHKIAKUM	D	1,400	1,310		
552 PRESQUE ISLE		29,800	29,380	99	.033
MAINE					
AROOSTOOK	M C	29,800	29,380		
521 PROVIDENCE-NEW BEDFORD		548,700	543,510	99	.610
MASSACHUSETTS					
BRISTOL	M B	182,000	180,420		
DUKES	D	5,100	4,950		
RHODE ISLAND					
BRISTOL	M B	16,100	16,010		
KENT	M B	58,900	58,590		
NEWPORT	C	30,500	30,180		
PROVIDENCE	M B	219,500	217,130		
WASHINGTON	B	36,600	36,230		
717 QUINCY-HANNIBAL-KEOKUK		124,100	122,270	99	.137
ILLINOIS					
ADAMS	M C	27,100	26,780		
BROWN	D	2,100	2,080		
CASS	D	5,400	5,340		
HANCOCK	M D	9,400	9,290		
MCDONOUGH	D	12,700	12,490		
PIKE	D	7,400	7,250		
SCHUYLER	D	3,100	3,050		
SCOTT	D	2,300	2,290		
IOWA					
LEE	M C	16,600	16,380		
MISSOURI					
CLARK	M D	3,000	2,970		
KNOX	D	2,100	2,010		
LEWIS	M D	3,900	3,820		
MACON	D	6,300	6,120		
MARION	M D	10,700	10,570		
MONROE	D	3,500	3,470		
RALLS	D	3,400	3,370		
SCOTLAND	D	2,100	2,040		
SHELBY	D	3,000	2,950		
560 RALEIGH-DURHAM		624,600	613,650	98	.689
NORTH CAROLINA					
CHATHAM	D	14,100	13,930		
CUMBERLAND	B	85,500	84,090		
DURHAM	M B	64,500	63,170		
FRANKLIN	M D	12,000	11,800		
GRANVILLE	D	12,400	12,200		
HALIFAX	C	19,600	19,130		
HARNETT	C	22,900	22,520		
HOKE	D	7,000	6,880		
JOHNSTON	C	30,100	29,570		
LEE	D	15,500	15,310		
MOORE	C	23,000	22,620		
NASH-W	C	11,400	11,180		
ORANGE	M B	32,700	31,590		
PERSON	D	11,100	10,910		
SAMPSON	C	18,700	18,460		
SCOTLAND	D	11,800	11,620		
VANCE	D	13,900	13,700		
WAKE	M B	142,400	140,260		
WARREN	D	5,700	5,590		
WAYNE	C	36,000	35,380		
WILSON	C	23,800	23,440		
VIRGINIA					
MECKLENBURG	D	10,500	10,300		
764 RAPID CITY		89,100	87,060	98	.098
MONTANA					
CARTER	D	600	590		
FALLON	D	1,400	1,360		
POWDER RIVER	D	900	800		
NEBRASKA					
GARDEN	D	1,000	970		
GRANT	D	300	300		
SHERIDAN	D	2,900	2,860		
SIOUX	D	700	690		
SOUTH DAKOTA					
BENNETT	D	1,000	930		
BUTTE	D	3,300	3,190		
CUSTER	D	2,700	2,660		
FALL RIVER	D	3,300	3,160		
HAAKON	D	1,000	970		
HARDING	D	600	590		
JACKSON	D	1,200	1,170		
LAWRENCE	M D	7,800	7,580		
MEADE	M D	7,900	7,710		
PENNINGTON	M C	29,700	29,130		
PERKINS	D	1,800	1,760		
SHANNON	D	2,500	2,400		
ZIEBACH	D	600	570		
WYOMING					
CAMPBELL	D	12,700	12,630		
CROOK	D	2,300	2,200		
WESTON	D	2,900	2,840		
811 RENO		177,100	170,950	97	.192
CALIFORNIA					
ALPINE	D	400	390		
EL DORADO-E	C	15,700	15,030		
LASSEN	D	8,200	7,700		
MONO	D	4,000	3,720		
NEVADA					
CHURCHILL	D	6,400	6,230		
DOUGLAS	D	10,200	10,010		
ESMERALDA	D	300	280		
HUMBOLDT	D	4,300	3,970		
LANDER	D	1,900	1,820		
LYON	D	7,100	6,860		
MINERAL	D	2,600	2,500		
PERSHING	D	1,500	1,420		
STOREY	D	600	590		
WASHOE	M B	98,300	95,270		
CARSON CITY	D	15,600	15,180		
556 RICHMOND-PETRSBG,CHARLTSVL		467,100	458,380	98	.515
VIRGINIA					
ALBEMARLE	M C	39,800	38,460		
AMELIA	D	2,700	2,600		
AUGUSTA	C	33,300	32,690		
BRUNSWICK	D	5,000	4,910		
BUCKINGHAM	D	3,900	3,810		
CAROLINE	D	6,400	6,270		
CHARLES CITY	M B	2,000	1,950		
CHESTERFIELD	M B	63,100	62,610		
CUMBERLAND	D	2,800	2,730		
DINWIDDIE	M C	21,500	21,150		
ESSEX	D	3,100	2,980		
FLUVANNA	C	4,100	3,940		
GOOCHLAND	M B	4,200	4,090		
GREENE	C	3,100	2,860		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
556 RICHMOND-PETRSBG,CHARLTSVL (CONT'D)					
VIRGINIA					
GREENSVILLE	D	5,000	4,890		
HANOVER	M B	18,900	18,630		
HENRICO	M B	76,600	75,480		
KING & QUEEN	D	2,200	2,100		
KING WILLIAM	D	3,500	3,450		
LANCASTER	D	4,200	4,110		
LOUISA	D	6,800	6,600		
LUNENBURG	D	4,100	4,000		
MADISON	D	3,900	3,670		
MIDDLESEX	D	3,400	3,340		
NELSON	D	4,300	4,130		
NEW KENT	M B	3,900	3,840		
NORTHUMBERLND	D	4,000	3,840		
NOTTOWAY	D	5,500	5,420		
ORANGE	D	7,400	7,280		
POWHATAN	M B	3,800	3,730		
PRINCE EDWARD	D	5,100	4,980		
PRINCE GEORGE	M C	15,300	15,120		
RICHMOND	D	2,500	2,450		
SUSSEX	D	3,400	3,310		
RICHMOND-IND	M B	88,300	86,960		
573 ROANOKE-LYNCHBURG		356,900	350,850	98	.394
VIRGINIA					
ALLEGHANY	D	9,500	9,330		
AMHERST	M B	9,900	9,720		
APPOMATTOX	B	4,500	4,440		
BATH	D	2,000	1,940		
BEDFORD	M C	15,300	14,990		
BLAND	D	2,200	2,160		
BOTETOURT	M B	8,900	8,780		
CAMPBELL	M B	41,300	40,710		
CARROLL	D	12,600	12,230		
CHARLOTTE	D	4,000	3,910		
CRAIG	B	1,500	1,470		
FLOYD	D	4,500	4,350		
FRANKLIN	D	12,800	12,610		
GILES	D	6,200	6,120		
HALIFAX	D	12,100	11,790		
HENRY	C	27,900	27,530		
HIGHLAND	D	1,100	1,080		
MONTGOMERY	C	26,300	25,650		
PITTSYLVANIA	C	40,600	39,980		
PULASKI	D	12,900	12,700		
ROANOKE	M B	77,300	76,380		
ROCKBRIDGE	D	10,200	9,930		
WYTHE	D	9,500	9,330		
WEST VIRGINIA					
POCAHONTAS	D	3,800	3,720		
538 ROCHESTER		367,500	363,080	99	.408
NEW YORK					
LIVINGSTON	B	20,200	19,870		
MONROE	M B	268,700	265,450		
ONTARIO	B	33,500	33,180		
ORLEANS	B	13,900	13,740		
WAYNE	B	31,200	30,840		
610 ROCKFORD		207,800	205,250	99	.231
ILLINOIS					
BOONE	M B	10,900	10,730		
LEE	D	12,800	12,610		
OGLE	C	17,500	17,310		
STEPHENSON	C	19,400	19,210		
WINNEBAGO	M B	95,300	93,990		
WISCONSIN					
ROCK	C	51,900	51,400		
761 ROSWELL		67,600	66,220	98	.074
NEW MEXICO					
CHAVES	C	21,500	21,050		
EDDY	C	19,200	18,750		
LEA-N	C	20,700	20,350		
ROOSEVELT	D	6,200	6,070		
862 SACRAMENTO-STOCKTON		957,400	933,610	98	1.049
CALIFORNIA					
AMADOR	D	10,400	10,040		
CALAVERAS	D	11,400	11,090		
COLUSA	D	5,500	5,380		
EL DORADO-W	M C	27,800	26,690		
NEVADA	C	28,600	27,170		
PLACER	M B	57,000	55,740		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
862 SACRAMENTO-STOCKTON (CONT'D)					
CALIFORNIA					
PLUMAS	D	8,200	7,800		
SACRAMENTO	M B	372,800	364,900		
SAN JOAQUIN	M B	160,600	156,300		
SIERRA	D	1,500	1,390		
SOLANO-E	A	53,700	52,800		
STANISLAUS	B	112,600	109,740		
SUTTER	C	22,100	21,750		
TUOLUMNE	D	16,600	16,310		
YOLO	M B	48,300	46,630		
YUBA	C	20,300	19,880		
576 SALISBURY		89,300	87,840	98	.099
DELAWARE					
SUSSEX	C	41,600	40,910		
MARYLAND					
SOMERSET	D	6,800	6,700		
WICOMICO	C	26,300	25,940		
WORCESTER	D	14,600	14,290		
770 SALT LAKE CITY		592,400	578,840	98	.650
COLORADO					
DOLORES	D	600	570		
IDAHO					
BEAR LAKE	D	2,500	2,450		
CARIBOU	D	3,100	3,030		
FRANKLIN	D	2,700	2,660		
ONEIDA	D	1,100	1,080		
NEVADA					
ELKO	D	9,100	8,600		
EUREKA	D	500	470		
WHITE PINE	D	3,100	3,030		
UTAH					
BEAVER	D	1,700	1,670		
BOX ELDER	D	11,100	10,920		
CACHE	C	20,600	19,840		
CARBON	D	8,300	8,130		
DAGGETT	D	200	190		
DAVIS	M B	52,000	51,500		
DUCHESNE	D	4,500	4,380		
EMERY	D	3,600	3,520		
GARFIELD	D	1,200	1,120		
GRAND	D	2,900	2,760		
IRON	D	6,800	6,620		
JUAB	D	1,800	1,740		
KANE	D	1,600	1,530		
MILLARD	D	4,600	4,550		
MORGAN	M D	1,500	1,450		
PIUTE	D	400	390		
RICH	D	700	690		
SALT LAKE	M B	238,500	234,180		
SAN JUAN	D	3,200	2,770		
SANPETE	D	5,300	5,190		
SEVIER	D	5,100	5,010		
SUMMIT	D	4,800	4,740		
TOOELE	M B	9,200	9,030		
UINTAH	D	8,200	8,140		
UTAH	M B	69,600	67,130		
WASATCH	D	3,300	3,240		
WASHINGTON	D	11,400	10,900		
WAYNE	D	600	590		
WEBER	M B	55,600	54,850		
WYOMING					
SUBLETTE	D	2,000	1,900		
SWEETWATER	C	16,500	15,810		
TETON	D	5,000	4,750		
UINTA	D	7,900	7,720		
661 SAN ANGELO		45,800	44,880	98	.050
TEXAS					
CONCHO	D	1,100	1,080		
IRION	D	600	590		
MCCULLOCH	D	3,600	3,480		
MENARD	D	900	850		
SCHLEICHER	D	1,000	960		
SUTTON	D	1,900	1,810		
TOM GREEN	C	36,700	36,110		
641 SAN ANTONIO		563,800	549,290	97	.617
TEXAS					
ATASCOSA	D	10,200	9,960		
BANDERA	D	3,800	3,740		
BEXAR	M B	394,400	385,410		
COMAL	M B	18,300	17,920		
DE WITT	D	7,200	7,050		
DIMMIT	D	3,400	3,160		
EDWARDS	D	700	640		

M = Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
641 SAN ANTONIO (CONT'D)					
TEXAS					
FRIO	D	4,500	4,380		
GILLESPIE	D	6,500	6,320		
GOLIAD	D	1,900	1,840		
GONZALES	D	6,400	6,290		
GUADALUPE	M B	20,700	20,200		
KARNES	D	4,600	4,490		
KENDALL	D	5,200	5,090		
KERR	D	15,100	14,320		
KINNEY	D	800	760		
LA SALLE	D	1,800	1,720		
LAVACA	D	7,500	7,130		
MCMULLEN	D	300	290		
MAVERICK	D	10,000	9,440		
MEDINA	D	9,000	8,820		
REAL	D	1,000	950		
UVALDE	D	7,900	7,570		
VAL VERDE	D	12,700	12,220		
WILSON	D	6,700	6,520		
ZAVALA	D	3,200	3,060		
825 SAN DIEGO		828,400	806,120	97	.905
CALIFORNIA					
SAN DIEGO	M A	828,400	806,120		
807 SAN FRANCISCO-OAKLAND		2,218,600	2,143,990	97	2.408
CALIFORNIA					
ALAMEDA	M A	484,200	467,540		
CONTRA COSTA	M A	280,700	275,850		
LAKE	D	22,300	21,660		
MARIN	M A	94,700	90,570		
MENDOCINO	C	29,800	26,990		
NAPA	A	41,400	40,190		
SAN FRANCISCO	M A	336,500	315,740		
SAN MATEO	M A	244,300	238,630		
SANTA CLARA	A	497,900	485,850		
SOLANO-W	A	45,800	44,900		
SONOMA	A	141,000	136,070		
855 SANTABARBRA-SANMAR-SANLUOB		204,800	197,320	96	.222
CALIFORNIA					
SAN LUIS OBPO	B	74,600	72,180		
SANTA BARBARA	B	130,200	125,140		
507 SAVANNAH		214,400	210,020	98	.236
GEORGIA					
APPLING	D	5,700	5,520		
BACON	D	3,600	3,520		
BRYAN	B	4,500	4,420		
BULLOCH	D	12,400	12,140		
CANDLER	D	2,700	2,640		
CHATHAM	M B	79,500	78,130		
EFFINGHAM	M B	7,900	7,740		
EVANS	D	3,000	2,950		
JEFF DAVIS	D	4,400	4,300		
LIBERTY	D	12,700	12,420		
LONG	D	1,800	1,700		
MC INTOSH	D	3,000	2,940		
MONTGOMERY	D	2,300	2,230		
PIERCE	D	4,500	4,400		
TATTNALL	D	6,300	6,180		
TOOMBS	D	9,100	8,840		
TREUTLEN	D	2,100	2,040		
WAYNE	D	7,300	7,160		
SOUTH CAROLINA					
BEAUFORT	C	29,100	28,600		
HAMPTON	D	6,900	6,730		
JASPER	D	5,600	5,420		
819 SEATTLE-TACOMA		1,264,000	1,225,010	97	1.376
WASHINGTON					
CHELAN	C	20,800	20,060		
CLALLAM	C	21,600	20,200		
GRAYS HARBOR	C	25,200	24,290		
ISLAND	C	19,500	18,940		
JEFFERSON	D	7,900	7,430		
KING	M A	567,300	548,980		
KITSAP	C	65,000	63,100		
LEWIS	C	22,300	21,050		
MASON	D	14,200	13,780		
PACIFIC	D	7,400	7,100		
PIERCE	M A	207,000	201,720		
SAN JUAN	D	4,100	4,030		
SKAGIT	C	28,000	26,900		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
819 SEATTLE-TACOMA (CONT'D)					
WASHINGTON					
SNOHOMISH	M A	149,600	146,460		
THURSTON	C	58,700	57,050		
WHATCOM	C	45,400	43,920		
612 SHREVEPORT		460,400	450,910	98	.506
ARKANSAS					
COLUMBIA	D	9,600	9,330		
HEMPSTEAD	D	8,700	8,500		
HOWARD	D	5,200	5,030		
LAFAYETTE	D	3,700	3,600		
LITTLE RIVER	M C	5,100	4,960		
MILLER	M C	14,200	13,850		
SEVIER	D	5,600	5,420		
LOUISIANA					
BIENVILLE	D	6,300	6,170		
BOSSIER	M B	32,600	32,150		
CADDO	M B	105,600	103,740		
CLAIBORNE	D	6,400	6,280		
DE SOTO	D	10,100	9,830		
NATCHITOCHES	D	14,300	13,860		
RED RIVER	D	3,800	3,650		
SABINE	D	10,700	10,350		
WEBSTER	M B	17,100	16,800		
OKLAHOMA					
MCCURTAIN	D	13,200	12,810		
TEXAS					
BOWIE	M C	31,000	30,510		
CAMP	D	4,000	3,900		
CASS	D	11,400	11,210		
FRANKLIN	D	3,200	3,120		
GREGG	B	42,800	42,160		
HARRISON	B	20,400	19,980		
MARION	D	4,200	4,080		
MORRIS	D	5,400	5,300		
PANOLA	D	8,500	8,260		
RED RIVER	D	6,400	6,290		
RUSK	C	17,000	16,620		
SAN AUGUSTINE	D	3,300	3,210		
SHELBY	D	9,500	9,290		
TITUS	D	8,900	8,750		
UPSHUR	D	12,200	11,900		
624 SIOUX CITY		159,300	157,380	99	.177
IOWA					
BUENA VISTA	D	7,900	7,820		
CHEROKEE	D	6,000	5,970		
CLAY	D	7,800	7,750		
DICKINSON	D	6,400	6,360		
IDA	D	3,500	3,470		
MONONA	D	4,500	4,460		
OBRIEN	D	6,300	6,250		
PALO ALTO	D	4,600	4,540		
PLYMOUTH	D	9,000	8,920		
SAC	D	5,300	5,270		
SIOUX	D	10,800	10,360		
WOODBURY	M C	38,200	37,770		
NEBRASKA					
ANTELOPE	D	3,200	3,160		
CEDAR	D	4,000	3,950		
DAKOTA	M C	6,700	6,650		
DIXON	D	2,700	2,680		
KNOX	D	4,000	3,940		
MADISON	D	12,900	12,720		
PIERCE	D	3,100	3,070		
STANTON	D	2,400	2,370		
THURSTON	D	2,400	2,380		
WAYNE	D	3,400	3,380		
SOUTH DAKOTA					
UNION	D	4,200	4,140		
725 SIOUX FALLS(MITCHELL)		227,900	223,920	98	.252
IOWA					
LYON	D	4,500	4,150		
OSCEOLA	D	3,200	3,140		
MINNESOTA					
LINCOLN	D	2,900	2,850		
MURRAY	D	3,900	3,850		
NOBLES	D	7,700	7,630		
PIPESTONE	D	4,200	4,120		
ROCK	D	3,800	3,740		
NEBRASKA					
BOYD	D	1,300	1,260		
CHERRY	D	2,600	2,520		
KEYA PAHA	D	500	500		
SOUTH DAKOTA					
AURORA	D	1,100	1,080		
BEADLE	D	7,300	7,160		
BON HOMME	D	3,000	2,940		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
725 SIOUX FALLS(MITCHELL) (CONT'D)					
SOUTH DAKOTA					
BROOKINGS	D	8,800	8,630		
BROWN	D	14,200	14,050		
BRULE	D	2,100	2,060		
BUFFALO	D	400	380		
CHARLES MIX	D	3,300	3,240		
CLARK	D	1,900	1,870		
CLAY	D	4,800	4,740		
CODINGTON	D	8,700	8,590		
DAVISON	D	6,700	6,510		
DAY	D	3,000	2,950		
DEUEL	D	1,900	1,880		
DOUGLAS	D	1,400	1,360		
EDMUNDS	D	1,800	1,730		
FAULK	D	1,200	1,170		
GRANT	D	3,200	3,160		
GREGORY	D	2,100	2,080		
HAMLIN	D	1,900	1,840		
HAND	D	1,800	1,780		
HANSON	D	1,100	1,090		
HUGHES	D	6,100	6,030		
HUTCHINSON	D	3,300	3,210		
HYDE	D	800	790		
JERAULD	D	1,100	1,090		
JONES	D	600	590		
KINGSBURY	D	2,600	2,570		
LAKE	D	4,200	4,150		
LINCOLN	D	5,200	5,150		
LYMAN	D	1,300	1,290		
MCCOOK	D	2,300	2,280		
MCPHERSON	D	1,500	1,480		
MARSHALL	D	2,000	1,970		
MELLETTE	D	700	680		
MINER	D	1,400	1,380		
MINNEHAHA	C	49,700	49,060		
MOODY	D	2,400	2,390		
POTTER	D	1,300	1,270		
ROBERTS	D	3,800	3,630		
SANBORN	D	1,200	1,160		
SPINK	D	3,300	3,250		
STANLEY	D	900	880		
SULLY	D	700	670		
TODD	D	1,900	1,820		
TRIPP	D	2,700	2,660		
TURNER	D	3,500	3,450		
YANKTON	D	7,100	6,970		
588 SOUTH BEND-ELKHART		291,200	286,050	98	.321
INDIANA					
ELKHART	M C	53,700	52,190		
FULTON	D	7,400	7,320		
KOSCIUSKO	C	23,800	23,280		
LAGRANGE	D	9,000	8,460		
MARSHALL	B	15,400	15,090		
PULASKI	D	5,100	5,060		
ST JOSEPH	M B	89,600	88,600		
STARKE	D	7,800	7,690		
MICHIGAN					
BERRIEN	B	61,200	60,390		
CASS	C	18,200	17,970		
881 SPOKANE		331,200	319,620	97	.359
IDAHO					
BENEWAH	D	3,100	2,960		
BONNER	D	10,600	10,000		
BOUNDARY	D	2,600	2,370		
CLEARWATER	D	3,500	3,220		
IDAHO	D	5,300	5,020		
KOOTENAI	C	26,000	25,320		
LATAH	D	10,800	10,240		
LEWIS	D	1,400	1,370		
NEZ PERCE	D	12,700	12,370		
SHOSHONE	D	6,100	5,960		
MONTANA					
LINCOLN	D	6,700	6,280		
SANDERS	D	3,800	3,660		
OREGON					
WALLOWA	D	3,000	2,820		
WASHINGTON					
ADAMS	D	5,100	4,960		
ASOTIN	D	7,200	7,070		
COLUMBIA	D	1,600	1,520		
DOUGLAS	D	9,700	9,440		
FERRY	D	2,100	1,930		
GARFIELD	D	1,000	980		
GRANT	C	20,100	19,440		
LINCOLN	D	3,800	3,750		
OKANOGAN	D	13,000	12,400		
PEND OREILLE	D	3,400	3,300		
SPOKANE	M B	142,300	138,810		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
881 SPOKANE (CONT'D)					
WASHINGTON					
STEVENS	D	11,100	10,240		
WHITMAN	C	15,200	14,190		
543 SPRINGFIELD-HOLYOKE		217,200	213,720	98	.240
MASSACHUSETTS					
HAMPDEN	M B	167,900	165,780		
HAMPSHIRE	M B	49,300	47,940		
619 SPRINGFIELD, MO		307,500	299,810	97	.337
ARKANSAS					
BAXTER	D	13,800	13,390		
BOONE	D	11,500	11,160		
CARROLL	D	7,700	7,450		
FULTON	D	4,400	4,210		
IZARD	D	4,500	4,380		
MARION	D	5,100	4,980		
NEWTON	D	3,000	2,870		
MISSOURI					
BARRY	D	10,200	10,010		
BENTON	D	5,300	5,170		
CAMDEN	D	10,000	9,740		
CEDAR	D	5,100	4,700		
CHRISTIAN	M B	9,900	9,710		
DADE	D	3,100	3,050		
DALLAS	M D	4,900	4,710		
DENT	D	5,600	5,460		
DOUGLAS	D	4,800	4,360		
GREENE	M B	77,600	76,170		
HICKORY	D	3,100	3,030		
HOWELL	D	11,800	11,520		
LACLEDE	D	10,100	9,900		
LAWRENCE	D	11,900	11,690		
OREGON	D	3,900	3,780		
OZARK	D	3,500	3,260		
PHELPS	D	11,900	11,450		
POLK	M D	7,300	7,180		
PULASKI	C	11,200	11,120		
ST CLAIR	D	3,400	3,190		
SHANNON	D	2,900	2,810		
STONE	D	7,400	7,260		
TANEY	D	10,200	10,030		
TEXAS	D	8,400	8,230		
WEBSTER	M D	7,800	7,650		
WRIGHT	D	6,200	6,090		
638 ST. JOSEPH		59,400	58,680	99	.066
KANSAS					
DONIPHAN	M D	3,400	3,390		
MISSOURI					
ANDREW	M C	5,300	5,270		
BUCHANAN	M C	32,000	31,590		
DE KALB	M D	3,100	3,070		
HARRISON	D	4,200	4,130		
HOLT	M D	2,700	2,660		
NODAWAY	D	7,600	7,480		
WORTH	D	1,100	1,090		
609 ST. LOUIS		1,077,400	1,060,370	98	1.191
ILLINOIS					
BOND	D	6,200	6,120		
CALHOUN	D	2,100	2,030		
CLINTON	M A	11,900	11,840		
FAYETTE	D	8,400	8,140		
GREENE	D	6,200	6,090		
JERSEY	D	7,300	7,240		
MACOUPIN	C	19,900	19,800		
MADISON	M A	94,400	92,680		
MARION	C	17,800	17,470		
MONROE	M A	7,700	7,630		
MONTGOMERY	D	12,400	12,260		
PERRY	D	9,100	8,950		
RANDOLPH	D	12,800	12,670		
ST CLAIR	M A	95,500	93,910		
WASHINGTON	D	6,000	5,870		
MISSOURI					
CRAWFORD	D	7,300	7,160		
FRANKLIN	M A	26,900	26,220		
GASCONADE	D	5,400	5,340		
IRON	D	3,900	3,760		
JEFFERSON	M A	54,700	54,100		
LINCOLN	D	8,700	8,470		
MADISON	D	4,500	4,430		
MONTGOMERY	D	4,200	4,070		
PERRY	D	6,100	5,990		
PIKE	D	5,900	5,700		
ST CHARLES	M A	61,100	60,510		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
609 ST. LOUIS (CONT'D)					
MISSOURI					
ST FRANCOIS	C	16,600	16,280		
ST LOUIS	M A	365,200	359,610		
STE GENEVIEVE	D	5,600	5,550		
WARREN	D	6,300	6,230		
WASHINGTON	D	6,600	6,500		
ST LOUIS-IND	M A	170,700	167,750		
555 SYRACUSE		379,100	372,090	98	.418
NEW YORK					
CAYUGA	C	28,900	28,510		
CORTLAND	C	16,600	16,440		
MADISON	M B	22,200	21,960		
ONONDAGA	M B	173,900	171,710		
OSWEGO	M B	41,100	40,670		
SCHUYLER	D	6,400	6,320		
SENECA	D	12,200	12,100		
TOMPKINS	C	31,800	29,020		
YATES	D	8,500	8,340		
ONEIDA-W	B	37,500	37,020		
530 TALLAHASSEE-THOMASVILLE		166,600	162,600	98	.183
FLORIDA					
GADSDEN	M C	14,000	13,650		
JEFFERSON	D	3,900	3,820		
LAFAYETTE	D	1,500	1,420		
LEON	M B	68,200	66,240		
MADISON	D	5,200	5,060		
TAYLOR	D	6,800	6,600		
WAKULLA	M B	5,000	4,890		
GEORGIA					
BROOKS	D	5,200	5,140		
DECATUR	D	9,200	9,070		
ECHOLS	D	800	780		
GRADY	D	7,700	7,550		
LOWNDES	C	25,800	25,350		
THOMAS	M D	13,300	13,030		
539 TAMPA-ST. PETE,SARASOTA		1,248,600	1,229,570	98	1.381
FLORIDA					
CITRUS	C	37,300	36,550		
DE SOTO	D	7,900	7,680		
HARDEE	D	7,300	7,180		
HERNANDO	M C	33,500	32,940		
HIGHLANDS	C	26,100	25,580		
HILLSBORUGH	M A	305,800	301,150		
MANATEE	C	79,300	78,210		
PASCO	M A	108,400	106,800		
PINELLAS	M A	381,300	376,420		
POLK	B	143,000	140,370		
SARASOTA	B	118,700	116,690		
581 TERRE HAUTE		177,200	173,960	98	.195
ILLINOIS					
CLARK	D	6,700	6,610		
CLAY	D	6,100	5,960		
CRAWFORD	D	8,300	8,220		
CUMBERLAND	D	4,500	4,340		
EDGAR	D	8,400	8,230		
EFFINGHAM	D	12,300	12,180		
JASPER	D	4,300	4,260		
LAWRENCE	D	6,800	6,640		
RICHLAND	D	7,100	6,950		
INDIANA					
CLAY	M B	9,400	9,260		
DAVIESS	D	10,500	10,180		
GREENE	D	12,100	11,780		
KNOX	C	16,000	15,660		
MARTIN	D	3,900	3,720		
PARKE	D	5,800	5,700		
SULLIVAN	M B	8,100	8,020		
VERMILLION	M B	7,200	7,070		
VIGO	M B	39,700	39,180		
547 TOLEDO		417,500	412,890	99	.464
MICHIGAN					
LENAWEE	C	31,300	30,920		
OHIO					
DEFIANCE	D	14,200	14,050		
FULTON	M B	14,300	14,020		
HANCOCK	C	24,900	24,550		
HARDIN	D	11,900	11,740		
HENRY	D	10,400	10,270		
LUCAS	M B	178,100	176,340		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
547 TOLEDO (CONT'D)					
OHIO					
OTTAWA	M B	15,200	15,050		
PUTNAM	B	11,000	10,910		
SANDUSKY	C	23,600	23,450		
SENECA	C	21,900	21,590		
WILLIAMS	D	14,000	13,780		
WOOD	M B	38,600	38,170		
WYANDOT	D	8,100	8,050		
605 TOPEKA		137,000	134,740	98	.151
KANSAS					
CLAY	D	3,900	3,820		
COFFEY	D	3,700	3,600		
JACKSON	M D	4,400	4,360		
LYON	D	14,100	13,830		
MARSHALL	D	5,200	5,130		
MORRIS	D	2,600	2,560		
NEMAHA	D	4,200	4,020		
OSAGE	M B	6,000	5,910		
POTTAWATOMIE	M D	6,000	5,890		
RILEY	C	20,800	20,290		
SHAWNEE	M B	63,600	62,870		
WABAUNSEE	M D	2,500	2,460		
540 TRAVERSE CITY-CADILLAC		159,800	157,330	98	.177
MICHIGAN					
ANTRIM	M D	6,600	6,480		
BENZIE	M D	4,500	4,360		
CHARLEVOIX	M D	7,900	7,820		
CHEBOYGAN	D	8,100	8,000		
CHIPPEWA	D	10,000	9,820		
CRAWFORD	D	3,700	3,640		
EMMET	D	9,200	9,060		
GR TRAVERSE	M C	22,400	22,140		
KALKASKA	M D	4,900	4,830		
LAKE	D	3,600	3,540		
LEELANAU	M D	5,900	5,790		
LUCE	D	2,100	2,070		
MACKINAC	D	3,700	3,560		
MANISTEE	M D	9,400	9,150		
MASON	D	10,500	10,380		
MISSAUKEE	M D	3,900	3,870		
MONTMORENCY	D	3,200	3,140		
OSCEOLA	D	7,600	7,490		
OSCODA	D	2,900	2,850		
OTSEGO	M D	5,800	5,730		
PRESQUE ISLE	D	5,300	5,210		
ROSCOMMON	D	8,300	8,200		
WEXFORD	M D	10,300	10,200		
531 TRI-CITIES, TN-VA		287,000	280,940	98	.316
KENTUCKY					
LESLIE	D	5,000	4,580		
LETCHER	D	10,900	10,650		
NORTH CAROLINA					
AVERY	D	5,400	5,280		
TENNESSEE					
CARTER	M B	19,900	19,690		
GREENE	C	21,200	20,740		
HAWKINS	M B	17,400	16,990		
JOHNSON	D	5,400	5,240		
SULLIVAN	M B	57,600	56,770		
UNICOI	M B	6,500	6,290		
WASHINGTON	M B	34,900	34,280		
VIRGINIA					
BUCHANAN	D	12,400	12,090		
DICKENSON	D	7,000	6,880		
LEE	D	9,500	9,240		
RUSSELL	D	11,900	11,540		
SCOTT	M B	8,900	8,670		
SMYTH	D	11,800	11,620		
WASHINGTON	M B	24,000	23,500		
WISE	C	17,300	16,890		
789 TUCSON(NOGALES)		296,000	287,120	97	.322
ARIZONA					
COCHISE	C	36,200	34,530		
PIMA	M B	250,700	243,980		
SANTA CRUZ	D	8,200	7,890		
NEW MEXICO					
CATRON	D	900	720		

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NM = Metro county of non-DMA market

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
671 TULSA		471,000	461,680	98	.519
KANSAS					
CHAUTAUQUA	D	2,300	2,270		
MONTGOMERY	C	16,500	16,140		
OKLAHOMA					
ADAIR	D	7,000	6,750		
CHEROKEE	D	12,600	12,270		
CRAIG	D	5,700	5,570		
CREEK	M B	27,100	26,430		
DELAWARE	D	11,200	10,940		
HASKELL	D	4,800	4,700		
LATIMER	D	3,700	3,490		
MCINTOSH	D	7,200	7,040		
MAYES	M B	13,300	13,050		
MUSKOGEE	C	27,300	26,830		
NOWATA	D	4,400	4,290		
OKFUSKEE	D	4,500	4,280		
OKMULGEE	D	15,200	14,700		
OSAGE	M B	16,400	16,170		
PAWNEE	D	7,000	6,850		
PITTSBURG	C	17,100	16,790		
ROGERS	M B	20,700	20,300		
TULSA	M B	209,500	205,790		
WAGONER	M B	18,600	18,300		
WASHINGTON	C	18,900	18,730		
760 TWIN FALLS		26,300	25,490	97	.029
IDAHO					
JEROME	D	5,500	5,390		
LINCOLN	D	1,200	1,140		
TWIN FALLS	C	19,600	18,960		
709 TYLER		127,300	124,210	98	.140
TEXAS					
ANGELINA	C	25,000	24,450		
CHEROKEE	M D	15,500	15,040		
HOUSTON	D	8,800	8,470		
NACOGDOCHES	C	19,200	18,620		
SMITH	M C	58,800	57,630		
526 UTICA		101,200	99,940	99	.112
NEW YORK					
HERKIMER	B	25,000	24,700		
OTSEGO	C	22,100	21,760		
ONEIDA-E	B	54,100	53,480		
626 VICTORIA		27,300	26,630	98	.030
TEXAS					
VICTORIA	M C	27,300	26,630		
625 WACO-TEMPLE		242,600	237,290	98	.267
TEXAS					
BELL	M B	61,700	60,580		
BRAZOS	C	45,700	44,280		
BURLESON	D	5,300	5,130		
CORYELL	M B	17,500	17,230		
FALLS	M D	7,300	7,090		
LAMPASAS	D	5,500	5,360		
LEON	D	5,500	5,220		
MCLENNAN	M B	70,700	69,630		
MADISON	D	3,700	3,620		
MILAM	D	9,100	8,820		
MILLS	D	1,900	1,840		
ROBERTSON	D	6,300	6,150		
SAN SABA	D	2,400	2,340		
511 WASHINGTON, DC		1,639,400	1,611,630	98	1.810
DIST. OF COL.					
DIS OF COL	M A	252,600	246,160		
MARYLAND					
ALLEGANY	C	29,100	28,590		
CALVERT	M D	14,700	14,310		
CHARLES	M A	28,300	27,810		
FREDERICK	M C	46,600	45,790		
MONTGOMERY	M A	251,000	248,690		
PRINCE GEORGE	M A	241,500	238,990		
ST MARYS	C	22,700	22,240		
WASHINGTON	C	41,200	39,830		
PENNSYLVANIA					
FRANKLIN	C	44,900	43,460		
VIRGINIA					
ARLINGTON	M A	130,600	126,890		
CLARKE	D	3,900	3,810		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
511 WASHINGTON, DC (CONT'D)					
VIRGINIA					
CULPEPER	D	8,500	8,220		
FAIRFAX	M A	269,100	266,520		
FAUQUIER	D	14,700	14,390		
FREDERICK	C	20,900	20,620		
KING GEORGE	D	4,000	3,970		
LOUDOUN	M A	24,400	24,170		
PAGE	D	7,600	7,440		
PRINCE WM	M A	61,100	60,470		
RAPPAHANNOCK	D	2,500	2,450		
SHENANDOAH	D	11,300	11,050		
SPOTSYLVANIA	C	20,300	19,870		
STAFFORD	M C	16,500	16,310		
WARREN	D	9,000	8,810		
WESTMORELAND	D	5,800	5,700		
WEST VIRGINIA					
BERKELEY	C	19,900	19,520		
HAMPSHIRE	D	5,900	5,700		
HARDY	D	3,600	3,500		
JEFFERSON	D	12,400	11,920		
MINERAL	C	10,300	10,040		
MORGAN	D	4,500	4,390		
549 WATERTOWN		67,400	66,560	99	.075
NEW YORK					
JEFFERSON	M C	33,400	33,140		
LEWIS	D	8,900	8,760		
ST LAWRENCE-W	C	25,100	24,660		
705 WAUSAU-RHINELANDER		165,200	162,900	99	.183
WISCONSIN					
ADAMS	D	5,300	5,220		
CLARK	D	12,200	12,000		
FOREST	D	3,500	3,480		
LANGLADE	D	7,500	7,380		
LINCOLN	D	11,000	10,920		
MARATHON	C	41,800	41,440		
ONEIDA	D	12,900	12,660		
PORTAGE	C	20,800	20,490		
PRICE	D	6,400	6,260		
TAYLOR	D	6,500	6,210		
VILAS	D	7,500	7,370		
WOOD	C	29,800	29,470		
548 WEST PALM BEACH-FT. PIERCE		467,700	459,770	98	.516
FLORIDA					
INDIAN RIVER	C	34,600	33,930		
MARTIN	M C	37,500	36,900		
OKEECHOBEE	D	10,200	9,950		
PALM BEACH	M B	336,500	331,050		
ST LUCIE	M C	48,900	47,940		
554 WHEELING-STEUBENVILLE		171,100	169,240	99	.190
OHIO					
BELMONT	M B	31,200	30,890		
GUERNSEY	C	15,300	15,060		
HARRISON	D	6,200	6,140		
JEFFERSON	M B	32,100	31,820		
MONROE	D	6,100	6,010		
NOBLE	D	4,400	4,290		
WEST VIRGINIA					
BROOKE	M B	10,700	10,620		
HANCOCK	M B	14,900	14,750		
MARSHALL	M B	15,000	14,880		
OHIO	M B	23,300	23,070		
TYLER	D	4,000	3,950		
WETZEL	D	7,900	7,760		
627 WICHITA FALLS & LAWTON		161,100	158,490	98	.178
OKLAHOMA					
COMANCHE	M C	38,400	37,730		
COTTON	M D	2,900	2,870		
JACKSON	D	11,100	10,910		
JEFFERSON	D	3,400	3,300		
STEPHENS	C	17,600	17,270		
TILLMAN	M D	4,300	4,230		
TEXAS					
ARCHER	M D	3,000	2,970		
BAYLOR	M D	1,900	1,870		
CLAY	M C	4,100	4,050		
FOARD	D	900	880		
HARDEMAN	D	2,400	2,370		
KING	D	200	180		
KNOX	D	1,900	1,850		
MONTAGUE	D	7,400	7,260		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
627 WICHITA FALLS & LAWTON (CONT'D)					
TEXAS					
THROCKMORTON	D	900	880		
WICHITA	M C	46,200	45,600		
WILBARGER	M D	6,200	6,100		
YOUNG	D	8,300	8,170		
678 WICHITA-HUTCHINSON PLUS		431,700	423,580	98	.476
KANSAS					
BARBER	D	2,900	2,870		
BARTON	D	12,900	12,790		
BUTLER	M B	17,700	17,380		
CHASE	D	1,300	1,280		
CHEYENNE	D	1,500	1,460		
CLARK	D	1,000	970		
COMANCHE	D	1,000	960		
COWLEY	D	14,600	14,280		
DECATUR	D	1,800	1,780		
DICKINSON	D	8,000	7,860		
EDWARDS	D	1,700	1,680		
ELK	D	1,600	1,490		
ELLIS	D	10,600	10,510		
ELLSWORTH	D	2,900	2,870		
FINNEY	D	10,600	10,380		
FORD	D	10,000	9,820		
GOVE	D	1,400	1,320		
GRAHAM	D	1,500	1,480		
GRANT	D	2,600	2,520		
GRAY	D	1,900	1,820		
GREELEY	D	700	690		
GREENWOOD	D	3,500	3,420		
HAMILTON	D	1,100	1,080		
HARPER	D	3,200	3,140		
HARVEY	M D	11,600	11,200		
HASKELL	D	1,400	1,360		
HODGEMAN	D	900	890		
KEARNY	D	1,200	1,190		
KINGMAN	D	3,400	3,360		
KIOWA	D	1,500	1,410		
LANE	D	1,000	970		
LINCOLN	D	1,600	1,570		
LOGAN	D	1,400	1,350		
MCPHERSON	D	10,500	9,990		
MARION	D	5,200	4,960		
MEADE	D	1,800	1,790		
MITCHELL	D	3,400	3,330		
MORTON	D	1,200	1,160		
NESS	D	1,800	1,780		
NORTON	D	2,700	2,690		
OSBORNE	D	2,300	2,250		
OTTAWA	D	2,300	2,260		
PAWNEE	D	3,100	3,080		
PRATT	D	4,300	4,200		
RAWLINS	D	1,500	1,460		
RENO	M C	26,000	25,560		
RICE	D	4,700	4,680		
ROOKS	D	2,600	2,590		
RUSH	D	1,700	1,670		
RUSSELL	D	3,500	3,470		
SALINE	C	20,100	19,820		
SCOTT	D	2,200	2,110		
SEDGWICK	M B	152,600	150,110		
SEWARD	D	6,800	6,630		
SHERIDAN	D	1,300	1,280		
SHERMAN	D	2,900	2,830		
STAFFORD	D	2,400	2,370		
STANTON	D	800	790		
STEVENS	D	1,700	1,650		
SUMNER	D	9,800	9,680		
THOMAS	D	3,200	3,150		
TREGO	D	1,800	1,770		
WALLACE	D	700	680		
WICHITA	D	1,000	960		
NEBRASKA					
DUNDY	D	1,200	1,170		
HITCHCOCK	D	1,500	1,480		
OKLAHOMA					
BEAVER	D	3,100	3,030		
577 WILKES BARRE-SCRANTON		526,500	518,210	98	.582
PENNSYLVANIA					
CARBON	B	21,500	21,240		
CLINTON	D	14,300	14,020		
COLUMBIA	M C	23,200	22,800		
LACKAWANNA	M B	85,200	84,510		
LUZERNE	M B	129,400	128,330		
LYCOMING	C	44,000	43,270		
MONROE	M B	32,900	32,360		
MONTOUR	D	6,000	5,840		
NORTHUMBERLND	C	40,300	39,600		
SCHUYLKILL	B	63,300	62,360		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
577 WILKES BARRE-SCRANTON (CONT'D)					
PENNSYLVANIA					
SNYDER	D	12,600	11,820		
SULLIVAN	D	2,300	2,220		
SUSQUEHANNA	B	15,000	14,590		
UNION	D	11,100	10,560		
WAYNE	D	15,100	14,590		
WYOMING	M D	10,300	10,100		
550 WILMINGTON		189,400	185,790	98	.209
NORTH CAROLINA					
BLADEN	D	11,300	11,070		
BRUNSWICK	M C	18,300	17,880		
COLUMBUS	M C	18,800	18,430		
NEW HANOVER	M C	45,100	44,330		
PENDER	M D	8,200	8,080		
ROBESON	C	35,400	34,660		
SOUTH CAROLINA					
HORRY	C	51,300	50,440		
810 YAKIMA		173,100	167,620	97	.188
OREGON					
MORROW	D	3,000	2,970		
UMATILLA	C	22,200	21,410		
WASHINGTON					
BENTON	C	38,100	37,200		
FRANKLIN	C	12,900	12,300		
KITTITAS	D	9,800	9,330		
WALLA WALLA	C	17,900	16,600		
YAKIMA	M B	69,200	67,910		
536 YOUNGSTOWN		280,100	277,170	99	.311
OHIO					
COLUMBIANA	C	41,400	40,740		
MAHONING	M B	104,200	103,290		
TRUMBULL	M B	87,900	87,050		
PENNSYLVANIA					
MERCER	C	46,600	46,090		
771 YUMA-EL CENTRO		70,000	67,550	97	.076
ARIZONA					
LA PAZ	M D	5,800	5,450		
YUMA	M C	31,100	30,120		
CALIFORNIA					
IMPERIAL	M C	33,100	31,980		
596 ZANESVILLE		31,800	31,340	99	.035
OHIO					
MUSKINGUM	C	31,800	31,340		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1988)	MULTI-SET % (Jan. 1988)
662	ABILENE-SWEETWATER	116,180	57
657	ADA-ARDMORE	70,770	49
532	ALBANY-SCHENECTADY-TROY	483,030	58
525	ALBANY, GA	128,750	55
790	ALBUQUERQUE-SANTA FE	410,050	55
644	ALEXANDRIA, LA	88,760	56
697	ALEXANDRIA, MN	50,450	49
583	ALPENA	15,330	47
634	AMARILLO	176,070	58
743	ANCHORAGE	116,820	59
524	ATLANTA	1,263,120	67
520	AUGUSTA	220,650	61
635	AUSTIN	336,800	55
800	BAKERSFIELD	155,030	57
512	BALTIMORE	896,300	70
537	BANGOR	126,120	53
716	BATON ROUGE	258,190	67
692	BEAUMONT-PORT ARTHUR	168,080	65
559	BECKLEY-BLUEFIELD-OAK HILL	148,380	50
821	BEND, OR	25,850	43
756	BILLINGS	101,400	49
746	BILOXI-GULFPORT	67,690	60
502	BINGHAMTON	157,160	51
630	BIRMINGHAM,ANNISTON	595,110	60
757	BOISE	153,760	54
506	BOSTON	2,065,130	65
736	BOWLING GREEN	50,300	52
514	BUFFALO	596,030	61
523	BURLINGTON-PLATTSBURGH	264,930	49
754	BUTTE	47,000	47
767	CASPER-RIVERTON	53,180	54
637	CEDAR RAPIDS-WATERLOO&DUBQ	319,480	54
648	CHAMPAIGN&SPRINGFLD-DECATUR	322,790	54
564	CHARLESTON-HUNTINGTON	495,700	54
519	CHARLESTON, SC	211,480	63
517	CHARLOTTE	669,960	61
575	CHATTANOOGA	296,220	57
759	CHEYENNE-SCOTTSBLUFF	50,090	53
602	CHICAGO	3,077,150	67
868	CHICO-REDDING	150,100	47
515	CINCINNATI	712,380	64
598	CLARKSBURG-WESTON	80,800	56
510	CLEVELAND,AKRON	1,446,960	64
752	COLORADO SPRINGS-PUEBLO	234,880	58
604	COLUMBIA-JEFFERSON CITY	128,220	54
546	COLUMBIA, SC	266,030	62
673	COLUMBUS-TUPELO-WEST POINT	155,440	52
522	COLUMBUS, GA	183,460	58
535	COLUMBUS, OH	616,190	64
600	CORPUS CHRISTI	173,590	62
623	DALLAS-FT. WORTH	1,645,980	62
682	DAVENPORT-R.ISLAND-MOLINE	313,850	60
542	DAYTON	500,060	61
751	DENVER	1,007,950	60
679	DES MOINES-AMES	362,910	60
505	DETROIT	1,679,940	65
606	DOTHAN	103,630	57
676	DULUTH-SUPERIOR	170,190	53
765	EL PASO	234,680	61
565	ELMIRA	84,560	51
516	ERIE	151,330	52
801	EUGENE	156,320	43
802	EUREKA	51,380	48
649	EVANSVILLE	264,910	57
745	FAIRBANKS	26,170	47
724	FARGO-VALLEY CITY	213,640	53
513	FLINT-SAGINAW-BAY CITY	445,610	58
570	FLORENCE, SC	111,980	60
866	FRESNO-VISALIA	419,940	57
571	FT. MYERS-NAPLES	223,010	59
670	FT. SMITH	143,900	48
509	FT. WAYNE	222,430	59
592	GAINESVILLE	81,640	52
798	GLENDIVE	5,270	39
773	GRAND JUNCTION-MONTROSE	54,330	43
563	GRAND RAPIDS-KALMZOO-B.CRK	596,200	58
755	GREAT FALLS	65,910	49
658	GREEN BAY-APPLETON	374,020	62
518	GREENSBORO-H.POINT-W.SALEM	496,300	60
545	GREENVILLE-N.BERN-WASHNGTN	247,300	62
567	GREENVILLE-SPART-ASHEVILLE	634,890	58
647	GREENWOOD-GREENVILLE	81,670	59
636	HARLINGEN-WESLACO-BRNSVLLE	184,270	57
566	HARRISBURG-LNCSTR-LEB-YORK	529,980	58
569	HARRISONBURG	32,980	47
533	HARTFORD & NEW HAVEN	869,980	63
710	HATTIESBURG-LAUREL	87,620	56
766	HELENA	20,630	47
744	HONOLULU	333,380	54
618	HOUSTON	1,449,610	54
691	HUNTSVILLE-DECATUR	271,860	58
758	IDAHO FALLS-POCATELLO	99,320	45
527	INDIANAPOLIS,LAFAYETTE	874,330	62
718	JACKSON, MS	292,180	58
639	JACKSON, TN	46,230	54
561	JACKSONVILLE	438,850	63
574	JOHNSTOWN-ALTOONA	285,370	53
734	JONESBORO	67,620	46
603	JOPLIN-PITTSBURG	175,500	52
616	KANSAS CITY	723,320	60
557	KNOXVILLE	419,010	55
702	LA CROSSE-EAU CLAIRE	156,870	52
642	LAFAYETTE, LA	196,980	66
643	LAKE CHARLES	75,730	64
551	LANSING	215,970	57
749	LAREDO	34,270	60
839	LAS VEGAS	238,610	68
541	LEXINGTON	319,700	58
558	LIMA	40,180	54
722	LINCOLN & HSTNGS-KRNY PLUS	257,340	54
693	LITTLE ROCK-PINE BLUFF	447,840	56
803	LOS ANGELES	4,652,700	58
529	LOUISVILLE	504,220	63
651	LUBBOCK	135,410	58
503	MACON	153,340	58
669	MADISON	215,140	55
737	MANKATO	52,620	51
553	MARQUETTE	51,410	44
611	MASON CITY-AUSTIN-ROCHESTR	143,070	55
813	MEDFORD-KLAMATH FALLS	130,180	44
640	MEMPHIS	582,910	60
711	MERIDIAN	74,340	52
528	MIAMI-FT. LAUDERDALE	1,200,520	66
617	MILWAUKEE	702,480	65
613	MINNEAPOLIS-ST. PAUL	1,213,140	60
687	MINOT-BISMARCK-DICKINSON	144,550	54
762	MISSOULA	73,170	39
686	MOBILE-PENSACOLA	432,550	61
628	MONROE-EL DORADO	171,830	56
828	MONTEREY-SALINAS	202,870	54
698	MONTGOMERY	207,810	57
659	NASHVILLE	685,840	59
622	NEW ORLEANS	641,780	66
501	NEW YORK	6,878,100	68
544	NORFOLK-PORTSMTH-NEWPT NWS	536,940	65
740	NORTH PLATTE	14,590	46
633	ODESSA-MIDLAND	150,990	58
650	OKLAHOMA CITY	606,880	60
652	OMAHA	348,330	62
534	ORLANDO-DAYTONA BCH-MELBRN	777,350	61
631	OTTUMWA-KIRKSVILLE	43,870	44
632	PADUCAH-C.GIRARDEAU-HARRBG	340,340	55
804	PALM SPRINGS	94,100	55
656	PANAMA CITY	74,830	55
597	PARKERSBURG	61,860	53
675	PEORIA-BLOOMINGTON	211,400	58
504	PHILADELPHIA	2,579,340	66
753	PHOENIX	938,830	62
508	PITTSBURGH	1,180,580	60
500	PORTLAND-AUBURN	306,090	57
820	PORTLAND, OR	805,610	55
552	PRESQUE ISLE	29,380	47
521	PROVIDENCE-NEW BEDFORD	543,510	68
717	QUINCY-HANNIBAL-KEOKUK	122,270	54
560	RALEIGH-DURHAM	613,650	60
764	RAPID CITY	87,060	48
811	RENO	170,950	57
556	RICHMOND-PETRSBG,CHARLTSVL	458,380	62
573	ROANOKE-LYNCHBURG	350,850	58
538	ROCHESTER	363,080	61

U.S. TV HOUSEHOLD ESTIMATES

MULTI–SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1988)	MULTI–SET % (Jan. 1988)
610	ROCKFORD	205,250	60
761	ROSWELL	66,220	51
862	SACRAMENTO-STOCKTON	933,610	59
576	SALISBURY	87,840	63
770	SALT LAKE CITY	578,840	59
661	SAN ANGELO	44,880	55
641	SAN ANTONIO	549,290	62
825	SAN DIEGO	806,120	57
807	SAN FRANCISCO-OAKLAND	2,143,990	55
855	SANTABARBRA-SANMAR-SANLUOB	197,320	52
507	SAVANNAH	210,020	60
819	SEATTLE-TACOMA	1,225,010	53
612	SHREVEPORT	450,910	59
624	SIOUX CITY	157,380	55
725	SIOUX FALLS(MITCHELL)	223,920	55
588	SOUTH BEND-ELKHART	286,050	61
881	SPOKANE	319,620	49
543	SPRINGFIELD-HOLYOKE	213,720	60
619	SPRINGFIELD, MO	299,810	50
638	ST. JOSEPH	58,680	46
609	ST. LOUIS	1,060,370	64
555	SYRACUSE	372,090	58
530	TALLAHASSEE-THOMASVILLE	162,600	57
539	TAMPA-ST. PETE,SARASOTA	1,229,570	60
581	TERRE HAUTE	173,960	53
547	TOLEDO	412,890	58
605	TOPEKA	134,740	51
540	TRAVERSE CITY-CADILLAC	157,330	55
531	TRI-CITIES, TN-VA	280,940	54
789	TUCSON(NOGALES)	287,120	56
671	TULSA	461,680	56
760	TWIN FALLS	25,490	47
709	TYLER	124,210	54
526	UTICA	99,940	55
626	VICTORIA	26,630	58
625	WACO-TEMPLE	237,290	60
511	WASHINGTON, DC	1,611,630	67
549	WATERTOWN	66,560	49
705	WAUSAU-RHINELANDER	162,900	57
548	WEST PALM BEACH-FT. PIERCE	459,770	62
554	WHEELING-STEUBENVILLE	169,240	57
627	WICHITA FALLS & LAWTON	158,490	56
678	WICHITA-HUTCHINSON PLUS	423,580	54
577	WILKES BARRE-SCRANTON	518,210	58
550	WILMINGTON	185,790	60
810	YAKIMA	167,620	49
536	YOUNGSTOWN	277,170	65
771	YUMA-EL CENTRO	67,550	49
596	ZANESVILLE	31,340	52

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY STATE, NIELSEN MARKETING SERVICES TERRITORIES & COUNTY SIZE

STATE

STATE	CABLE TV % RANK##	TV HOUSEHOLDS (Jan. 1988)	CABLE TV HOUSEHOLDS (July 1987)	CABLE TV % OF TV HSHLDS
ALABAMA	29	1,486,770	714,920	48
ALASKA#	48	142,990	53,450	37
ARIZONA	45	1,270,150	505,750	40
ARKANSAS	21	868,450	445,030	51
CALIFORNIA	34	9,886,080	4,674,880	47
COLORADO	34	1,283,390	599,100	47
CONNECTICUT	2	1,164,940	801,370	69
DELAWARE	4	224,740	152,200	68
DIST. OF COL.	51	246,160	8,750	4
FLORIDA	13	4,737,280	2,598,070	55
GEORGIA	29	2,162,460	1,047,300	48
HAWAII	2	333,380	229,000	69
IDAHO	37	348,290	161,200	46
ILLINOIS	45	4,232,600	1,698,280	40
INDIANA	29	1,990,670	959,600	48
IOWA	27	1,100,090	548,190	50
KANSAS	7	931,300	545,880	59
KENTUCKY	10	1,334,710	764,240	57
LOUISIANA	11	1,586,390	884,780	56
MAINE	21	435,300	222,580	51
MARYLAND	49	1,618,950	577,880	36
MASSACHUSETTS	8	2,173,930	1,263,510	58
MICHIGAN	39	3,316,510	1,495,750	45
MINNESOTA	45	1,577,800	629,640	40
MISSISSIPPI	29	915,880	443,310	48
MISSOURI	43	1,867,350	778,350	42
MONTANA	19	315,540	165,140	52
NEBRASKA	11	607,910	342,660	56
NEVADA	41	394,820	168,870	43
NEW HAMPSHIRE	8	380,870	220,720	58
NEW JERSEY	6	2,800,190	1,676,890	60
NEW MEXICO	27	526,280	264,090	50
NEW YORK	44	6,632,170	2,750,190	41
NORTH CAROLINA	34	2,339,080	1,092,170	47
NORTH DAKOTA	13	248,290	137,720	55
OHIO	21	4,013,020	2,057,620	51
OKLAHOMA	16	1,266,010	665,440	53
OREGON	16	1,019,180	535,380	53
PENNSYLVANIA	13	4,452,490	2,459,840	55
RHODE ISLAND	21	358,140	184,180	51
SOUTH CAROLINA	40	1,226,290	538,090	44
SOUTH DAKOTA	19	262,460	135,400	52
TENNESSEE	37	1,786,050	824,370	46
TEXAS	29	5,957,530	2,879,070	48
UTAH	50	526,770	176,620	34
VERMONT	21	198,390	101,730	51
VIRGINIA	21	2,056,890	1,046,900	51
WASHINGTON	16	1,714,860	910,020	53
WEST VIRGINIA	5	719,010	459,650	64
WISCONSIN	41	1,786,020	762,610	43
WYOMING	1	186,170	132,320	71

NIELSEN MARKETING RESEARCH SERVICES TERRITORIES

TERRITORY !	TOTAL HOUSEHOLDS (Jan. 1988)	TV HOUSEHOLDS (Jan. 1988)	CABLE TV HOUSEHOLDS (July 1987)	CABLE TV % OF TV HSHLDS
NEW ENGLAND	4,782,000	4,711,570	2,794,090	59
METRO NEW YORK	5,930,700	5,804,560	2,118,110	36
MIDDLE ATLANTIC	9,464,100	9,324,870	4,890,300	52
EAST CENTRAL	12,657,600	12,481,840	6,492,150	52
METRO CHICAGO	2,872,800	2,825,250	929,760	33
WEST CENTRAL	11,994,800	11,789,070	5,644,860	48
SOUTHEAST	16,541,800	16,252,650	8,067,850	50
SOUTHWEST	10,424,600	10,204,660	5,138,410	50
GREATER LOS ANGELES	4,621,200	4,512,420	1,722,690	38
REMAINING PACIFIC	10,975,800	10,647,730	5,410,030	51
CONTINENTAL U.S.**	90,265,400	88,554,620	43,208,250	49

COUNTY SIZE

COUNTY SIZE	TV HOUSEHOLDS (Jan. 1988)	CABLE TV HOUSEHOLDS (July 1987)	CABLE TV % OF TV HSHLDS
A	36,909,930	15,648,710	42
B	26,645,550	14,942,600	56
C	13,337,020	7,596,390	57
D	11,662,120	5,020,550	43
CONTINENTAL U.S.**	88,554,620	43,208,250	49

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS 'ZERO' INDICATES LESS THAN .5%.
ANCHORAGE AND FAIRBANKS DMA'S ONLY

! SEE PAGE F FOR STATES AND COUNTIES COMPRISING MRS TERRITORIES.
** EXCLUDING HAWAII AND ALASKA

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (Jan. 1988)	CABLE TV HOUSEHOLDS (July 1987)	CABLE TV % OF TV HSHLDS
ABILENE-SWEETWATER	31	116,180	75,750	65
ADA-ARDMORE	148	70,770	34,110	48
ALBANY-SCHENECTADY-TROY	49	483,030	294,900	61
ALBANY, GA	121	128,750	65,850	51
ALBUQUERQUE-SANTA FE	175	410,050	180,620	44
ALEXANDRIA, LA	59	88,760	52,460	59
ALEXANDRIA, MN	208	50,450	17,110	34
ALPENA	95	15,330	8,260	54
AMARILLO	36	176,070	112,870	64
ANCHORAGE	199	116,820	43,570	37
ATLANTA	178	1,263,120	546,840	43
AUGUSTA	156	220,650	104,640	47
AUSTIN	121	336,800	170,420	51
BAKERSFIELD	31	155,030	100,900	65
BALTIMORE	206	896,300	310,620	35
BANGOR	199	126,120	47,250	37
BATON ROUGE	55	258,190	155,050	60
BEAUMONT-PORT ARTHUR	129	168,080	83,790	50
BECKLEY-BLUEFIELD-OAK HILL	20	148,380	103,030	69
BEND, OR	36	25,850	16,460	64
BILLINGS	95	101,400	54,330	54
BILOXI-GULFPORT	7	67,690	50,340	74
BINGHAMTON	36	157,160	99,980	64
BIRMINGHAM,ANNISTON	137	595,110	291,730	49
BOISE	203	153,760	54,910	36
BOSTON	78	2,065,130	1,161,830	56
BOWLING GREEN	169	50,300	22,510	45
BUFFALO	49	596,030	365,170	61
BURLINGTON-PLATTSBURGH	100	264,930	141,250	53
BUTTE	59	47,000	27,590	59
CASPER-RIVERTON	12	53,180	37,010	70
CEDAR RAPIDS-WATERLOO&DUBQ	129	319,480	160,120	50
CHAMPAIGN&SPRNGFLD-DECATUR	36	322,790	205,190	64
CHARLESTON-HUNTINGTON	44	495,700	311,110	63
CHARLESTON, SC	148	211,480	102,130	48
CHARLOTTE	148	669,960	319,340	48
CHATTANOOGA	121	296,220	151,440	51
CHEYENNE-SCOTTSBLUFF	20	50,090	34,570	69
CHICAGO	208	3,077,150	1,059,450	34
CHICO-REDDING	59	150,100	98,330	59
CINCINNATI	148	712,380	342,300	48
CLARKSBURG-WESTON	28	80,800	53,330	66
CLEVELAND,AKRON	156	1,446,960	687,200	47
COLORADO SPRINGS-PUEBLO	137	234,880	116,110	49
COLUMBIA-JEFFERSON CITY	163	128,220	58,530	46
COLUMBIA, SC	178	266,030	114,340	43
COLUMBUS-TUPELO-WEST POINT	175	155,440	68,380	44
COLUMBUS, GA	100	183,460	97,200	53
COLUMBUS, OH	129	616,190	308,320	50
CORPUS CHRISTI	70	173,590	99,460	57
DALLAS-FT. WORTH	193	1,645,980	617,640	38
DAVENPORT-R.ISLAND-MOLINE	65	313,850	180,930	58
DAYTON	78	500,060	280,140	56
DENVER	156	1,007,950	473,460	47
DES MOINES-AMES	169	362,910	163,510	45
DETROIT	185	1,679,940	686,830	41
DOTHAN	163	103,630	48,090	46
DULUTH-SUPERIOR	178	170,190	72,400	43
EL PASO	129	234,680	118,380	50
ELMIRA	5	84,560	63,980	76
ERIE	28	151,330	100,470	66
EUGENE	46	156,320	96,220	62
EUREKA	12	51,380	35,980	70
EVANSVILLE	110	264,910	136,810	52
FAIRBANKS	193	26,170	9,880	38
FARGO-VALLEY CITY	121	213,640	109,420	51
FLINT-SAGINAW-BAY CITY	148	445,610	213,350	48
FLORENCE, SC	178	111,980	48,510	43
FRESNO-VISALIA	193	419,940	161,460	38
FT. MYERS-NAPLES	12	223,010	155,240	70
FT. SMITH	70	143,900	81,620	57
FT. WAYNE	185	222,430	90,740	41
GAINESVILLE	70	81,640	46,250	57
GLENDIVE	36	5,270	3,380	64
GRAND JUNCTION-MONTROSE	110	54,330	28,420	52
GRAND RAPIDS-KALMZOO-B.CRK	110	596,200	307,610	52
GREAT FALLS	100	65,910	34,910	53
GREEN BAY-APPLETON	184	374,020	156,330	42
GREENSBORO-H.POINT-W.SALEM	163	496,300	226,320	46
GREENVILLE-N.BERN-WASHNGTN	121	247,300	125,820	51
GREENVILLE-SPART-ASHEVILLE	188	634,890	255,240	40
GREENWOOD-GREENVILLE	36	81,670	52,170	64
HARLINGEN-WESLACO-BRNSVLLE	110	184,270	95,210	52
HARRISBURG-LNCSTR-LEB-YORK	49	529,980	321,070	61
HARRISONBURG	169	32,980	14,870	45
HARTFORD & NEW HAVEN	11	869,980	621,160	71
HATTIESBURG-LAUREL	163	87,620	39,930	46
HELENA	36	20,630	13,240	64
HONOLULU	20	333,380	229,000	69
HOUSTON	178	1,449,610	619,780	43
HUNTSVILLE-DECATUR	137	271,960	134,320	49
IDAHO FALLS-POCATELLO	110	99,320	51,580	52
INDIANAPOLIS,LAFAYETTE	100	874,330	459,760	53
JACKSON, MS	163	292,180	133,100	46
JACKSON, TN	100	46,230	24,310	53
JACKSONVILLE	78	438,850	247,770	56
JOHNSTOWN-ALTOONA	12	285,370	199,950	70
JONESBORO	65	67,620	39,390	58
JOPLIN-PITTSBURG	148	175,500	84,330	48
KANSAS CITY	148	723,320	347,970	48
KNOXVILLE	129	419,010	211,290	50
LA CROSSE-EAU CLAIRE	100	156,870	83,790	53
LAFAYETTE, LA	95	196,980	106,160	54
LAKE CHARLES	70	75,730	43,160	57
LANSING	100	215,970	114,330	53
LAREDO	4	34,270	26,510	77
LAS VEGAS	206	238,610	83,950	35
LEXINGTON	49	319,700	193,660	61
LIMA	10	40,180	28,900	72
LINCOLN & HSTNGS-KRNY PLUS	70	257,340	146,230	57
LITTLE ROCK-PINE BLUFF	156	447,840	211,280	47
LOS ANGELES	192	4,632,700	1,814,760	39
LOUISVILLE	86	504,220	275,500	55
LUBBOCK	110	135,410	70,010	52
MACON	55	153,340	91,480	60
MADISON	156	215,140	100,130	47
MANKATO	65	52,620	30,620	58
MARQUETTE	26	51,410	34,520	67
MASON CITY-AUSTIN-ROCHESTR	110	143,070	74,220	52
MEDFORD-KLAMATH FALLS	70	130,180	74,510	57
MEMPHIS	163	582,910	270,700	46
MERIDIAN	169	74,340	33,210	45
MIAMI-FT. LAUDERDALE	121	1,200,520	611,480	51
MILWAUKEE	178	702,480	303,380	43
MINNEAPOLIS-ST. PAUL	203	1,213,140	442,590	36
MINOT-BISMARCK-DICKINSON	95	144,550	77,590	54
MISSOULA	137	73,170	35,550	49
MOBILE-PENSACOLA	129	432,550	217,210	50
MONROE-EL DORADO	137	181,830	88,720	49
MONTEREY-SALINAS	12	202,870	142,230	70
MONTGOMERY	137	207,810	100,840	49
NASHVILLE	188	685,840	274,400	40
NEW ORLEANS	86	641,780	355,690	55
NEW YORK	185	6,878,100	2,833,630	41
NORFOLK-PORTSMTH-NEWPT NWS	78	536,940	302,170	56
NORTH PLATTE	100	14,590	7,760	53
ODESSA-MIDLAND	12	150,990	105,110	70
OKLAHOMA CITY	110	606,880	315,110	52
OMAHA	86	348,330	190,930	55
ORLANDO-DAYTONA BCH-MELBRN	78	777,350	439,060	56
OTTUMWA-KIRKSVILLE	86	43,870	24,200	55
PADUCAH-C.GIRARDEAU-HARRBG	148	340,340	162,710	48
PALM SPRINGS	2	94,100	73,320	78
PANAMA CITY	59	74,830	44,030	59
PARKERSBURG	12	61,860	43,540	70
PEORIA-BLOOMINGTON	65	211,400	123,210	58
PHILADELPHIA	137	2,579,340	1,253,330	49
PHOENIX	199	938,830	344,970	37
PITTSBURGH	31	1,180,580	765,510	65
PORTLAND-AUBURN	86	306,090	169,110	55
PORTLAND, OR	137	805,610	392,600	49
PRESQUE ISLE	46	29,380	18,340	62
PROVIDENCE-NEW BEDFORD	86	543,510	298,550	55
QUINCY-HANNIBAL-KEOKUK	137	122,270	60,490	49
RALEIGH-DURHAM	169	613,650	277,250	45
RAPID CITY	86	87,060	47,780	55
RENO	59	170,950	100,810	59
RICHMOND-PETRSBG,CHARLTSVL	156	458,380	213,260	47
ROANOKE-LYNCHBURG	121	350,850	179,460	51
ROCHESTER	86	363,080	198,460	55

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS

'ZERO' INDICATES LESS THAN .5%.

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (Jan. 1988)	CABLE TV HOUSEHOLDS (July 1987)	CABLE TV % OF TV HSHLDS
ROCKFORD	65	205,250	119,100	58
ROSWELL	25	66,220	44,910	68
SACRAMENTO-STOCKTON	193	933,610	358,590	38
SALISBURY	49	87,840	53,330	61
SALT LAKE CITY	199	578,840	212,060	37
SAN ANGELO	2	44,880	35,000	78
SAN ANTONIO	49	549,290	336,660	61
SAN DIEGO	26	806,120	542,770	67
SAN FRANCISCO-OAKLAND	100	2,143,990	1,140,330	53
SANTABARBRA-SANMAR-SANLUOB	1	197,320	158,080	80
SAVANNAH	78	210,020	117,470	56
SEATTLE-TACOMA	95	1,225,010	664,690	54
SHREVEPORT	137	450,910	220,480	49
SIOUX CITY	129	157,380	78,730	50
SIOUX FALLS(MITCHELL)	137	223,920	110,740	49
SOUTH BEND-ELKHART	175	288,050	126,680	44
SPOKANE	121	319,620	162,890	51
SPRINGFIELD-HOLYOKE	20	213,720	148,500	69
SPRINGFIELD, MO	188	299,810	118,780	40
ST. JOSEPH	59	58,680	34,830	59
ST. LOUIS	193	1,060,370	401,810	38
SYRACUSE	36	372,090	236,530	64
TALLAHASSEE-THOMASVILLE	110	162,600	84,520	52
TAMPA-ST. PETE,SARASOTA	110	1,229,570	636,300	52
TERRE HAUTE	156	173,960	82,450	47
TOLEDO	70	412,890	233,860	57
TOPEKA	31	134,740	88,040	65
TRAVERSE CITY-CADILLAC	188	157,330	62,850	40
TRI-CITIES, TN-VA	78	280,940	158,450	56
TUCSON(NOGALES)	169	287,120	130,570	45
TULSA	100	461,680	244,860	53
TWIN FALLS	70	25,490	14,490	57
TYLER	55	124,210	74,120	60
UTICA	9	99,940	72,890	73
VICTORIA	7	26,630	19,610	74
WACO-TEMPLE	55	237,290	142,920	60
WASHINGTON, DC	203	1,611,630	575,620	36
WATERTOWN	78	66,560	37,420	56
WAUSAU-RHINELANDER	193	162,900	61,430	38
WEST PALM BEACH-FT. PIERCE	31	459,770	298,640	65
WHEELING-STEUBENVILLE	44	169,240	106,000	63
WICHITA FALLS & LAWTON	28	158,490	104,460	66
WICHITA-HUTCHINSON PLUS	46	423,580	260,620	62
WILKES BARRE-SCRANTON	20	518,210	356,270	69
WILMINGTON	110	185,790	96,490	52
YAKIMA	86	167,620	92,660	55
YOUNGSTOWN	129	277,170	139,260	50
YUMA-EL CENTRO	5	67,550	51,400	76
ZANESVILLE	12	31,340	21,990	70

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS
'ZERO' INDICATES LESS THAN .5%.

U.S. TV HOUSEHOLD ESTIMATES

ALPHABETICALLY BY DMA

SPLIT COUNTIES WITHIN DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (Jan. 1988)
CINCINNATI	BUTLER-N	34,850
	BUTLER-S	62,520
	WARREN-N	23,710
	WARREN-S	12,080
HARTFORD & NEW HAVEN	NEW LONDON-E	44,990
	NEW LONDON-W	43,790
SAN FRANCISCO-OAK,SAN ROSA	CONTRA COSTA-E	27,960
	CONTRA COSTA-W	247,890
SANTABARBRA-SANMAR-SANLUOB	SANTA BARBARA-N	51,440
	SANTA BARBARA-S	73,700
WEST PALM BEACH-FT. PIERCE	PALM BEACH-N	222,790
	PALM BEACH-S	108,260

SPLIT COUNTIES ACROSS DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (Jan. 1988)
ALBUQUERQUE-SANTA FE	APACHE-N	9,350
BAKERSFIELD	KERN-W	155,030
BURLINGTON-PLATTSBURGH	ST. LAWRENCE-E	13,470
GREENVILLE-N.BERN-WASHNGTN	NASH-E	15,460
LOS ANGELES	KERN-E	21,800
	RIVERSIDE-W	231,080
MANKATO	BL ERTH-NCL-S	23,320
MINNEAPOLIS-ST. PAUL	NICOLLET-N	4,900
ODESSA-MIDLAND	LEA-S	2,550
PALM SPRINGS	RIVERSIDE-E	94,100
PHOENIX	APACHE-S	3,510
RALEIGH-DURHAM	NASH-W	11,180
RENO	EL DORADO-E	15,030
ROSWELL	LEA-N	20,350
SACRAMENTO-STOCKTON	EL DORADO-W	26,690
	SOLANO-E	52,800
SAN FRANCISCO-OAK,SAN ROSA	SOLANO-W	44,900
SYRACUSE	ONEIDA-W	37,020
UTICA	ONEIDA-E	53,480
WATERTOWN	ST. LAWRENCE-W	24,660

COUNTIES SPLIT FOR TOPOGRAPHICAL REASONS ARE DESIGNATED AS N, S, E OR W AFTER THE COUNTY NAME.

NSI MARKET CONSOLIDATIONS

Cross Reference

NON-DMA NSI MARKET	located in	DESIGNATED MARKET AREA (DMA)
AKRON		CLEVELAND, AKRON
ANNISTON		BIRMINGHAM, ANNISTON
CHARLOTTESVILLE		RICHMOND-PETERSBURG
ENSIGN-GARDEN CITY		WICHITA-HUTCHINSON PLUS
GREAT BEND		WICHITA-HUTCHINSON PLUS
HAYS-GOODLAND		WICHITA-HUTCHINSON PLUS
LAFAYETTE, IN		INDIANAPOLIS, LAFAYETTE, IN
NORTH PLATTE-HAYES-McCOOK		
NORTH PLATTE		NORTH PLATTE
HAYES CENTER		LINCOLN & HASTINGS-KEARNEY, PLUS (satellite to KHCI, Kearney)
McCOOK		LINCOLN & HASTINGS-KEARNEY, PLUS (satellite to KSNW, Wichita)
SARASOTA		TAMPA-ST. PETERSBURG, SARASOTA

DESIGNATED MARKET AREA
COUNTY CHANGES BY MARKET
1987-1988

ALBANY, GA
+ Wilcox, GA — from Macon

ALBUQUERQUE
+ Mineral, CO — from Colorado Springs-Pueblo

AUGUSTA
+ Johnson, GA — from Macon

BILLINGS
– Powder River, MT — to Rapid City
+ Big Horn, WY — from Salt Lake City
+ Sheridan, WY — from Rapid City

BINGHAMTON
– Tioga, PA — to Elmira

BOSTON
+ Franklin, MA — from Springfield-Holyoke

BOWLING GREEN
+ Grayson, KY — from Louisville
+ Metcalfe, KY — from Nashville

BUFFALO
– Orleans, NY — to Rochester

CASPER-RIVERTON
+ Hot Springs, WY — from Salt Lake City

CINCINNATI
+ Fayette, IN — from Indianapolis
– Carroll, KY — to Louisville

COLORADO SPRINGS-PUEBLO
– Mineral, CO — to Albuquerque

COLUMBIA-JEFFERSON CITY
– Montgomery, MO — to St. Louis
– Phelps, MO — to Springfield, MO

COLUMBUS-TUPELO-WEST POINT
+ Montgomery, MS — from Greenwood-Greenville

DALLAS-FT. WORTH
– Franklin, TX — to Shreveport

DAVENPORT-R. ISLAND-MOLINE
– Lee, IL — to Rockford

ELMIRA
+ Tioga, PA — from Binghamton

EVANSVILLE
+ Muhlenberg, KY — from Nashville

FT. SMITH
+ Madison, AR — from Springfield, MO
– Latimer, OK — to Tulsa

GREENWOOD-GREENVILLE
+ Chicot, AR — from Little Rock-Pine Bluff
– Montgomery, MS — to Columbus-Tupelo-West Point

HARTFORD & NEW HAVEN
+ New London-E, CT — from Providence-New Bedford

INDIANAPOLIS
– Fayette, IN — to Cincinnati
– Jennings, IN — to Louisville

JACKSONVILLE
+ Hamilton, FL — from Tallahassee-Thomasville

KNOXVILLE
– Russell, KY — to Lexington

LEXINGTON
+ Russell, KY — from Knoxville

LITTLE ROCK-PINE BLUFF
– Chicot, AR — to Greenwood-Greenville

LOUISVILLE
+ Jennings, IN — from Indianapolis
+ Carroll, KY — from Cincinnati
– Grayson, KY — to Bowling Green

MACON
– Johnson, GA — to Augusta
– Wilcox, Ga — to Albany, GA

MEDFORD-KLAMATH FALLS
+ Lake, OR — from Portland, OR

MOBILE-PENSACOLA
– Conecuh, AL — to Montgomery

MONTGOMERY
+ Conecuh, AL — from Mobile-Pensacola

NASHVILLE
– Metcalfe, KY — to Bowling Green
– Muhlenberg, KY — to Evansville

PADUCAH-C. GIRARDEAU-HARRBG
+ Jefferson, IL — from St. Louis

PORTLAND, OR
– Lake, OR — to Medford-Klamath Falls

PROVIDENCE-NEW BEDFORD
– New London-E, CT — to Hartford & New Haven

RAPID CITY
+ Powder River, MT — from Billings
– Sheridan, WY — to Billings

RENO
+ Mono, CA — from Sacaramto-Stockton

ROCHESTER
+ Orleans, NY — from Buffalo

ROCKFORD
+ Lee, IL — from Davenport-R. Island-Moline

SACRAMENTO-STOCKTON
– Mono, CA — to Reno

DESIGNATED MARKET AREA COUNTY CHANGES BY MARKET 1987-1988 (Cont'd)

SALT LAKE CITY
- Big Horn, WY — to Billings
- Hot Springs, WY — to Casper-Riverton

SHREVEPORT
+ Franklin, TX — from Dallas-Ft. Worth

SPRINGFIELD, MO
- Madison, AR — to Ft. Smith
+ Phelps, MO — from Columbia-Jefferson City

SPRINGFIELD-HOLYOKE
- Franklin, MA — to Boston

ST. LOUIS
- Jefferson, IL — to Paducah-C. Girardeau-Harrbg.
+ Montgomery, MO — from Columbia-Jefferson City

TALLAHASSEE-THOMASVILLE
- Hamilton, FL — to Jacksonville

TULSA
+ Latimer, OK — from Ft. Smith

NIELSEN MEDIA RESEARCH SERVICES GROUP TERRITORIES

Northeast — Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania (Eastern & Central), Rhode Island, Vermont, Virginia (Arlington, Fairfax, Loudoun & Prince William Counties only).

East Central — Indiana (Except Lake & Porter Counties), Kentucky, Michigan, Ohio, Pennsylvania (Western), West Virgnia.

West Central — Colorado, Illinois, Indiana (Lake & Porter Counties only), Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin, Wyoming.

South — Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia (except Arlington, Fairfax, Loudoun & Prince William Counties).

Pacific — Arizona, California, Idaho, Nevada Oregon, Utah, Washington.

NIELSEN MARKETING RESEARCH SERVICES
GROUP TERRITORIES

I New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

II Metropolitan New York
New Jersey
- Bergen
- Essex
- Hudson
- Middlesex
- Morris
- Passaic
- Somerset
- Union

New York
- Bronx
- Kings
- Nassau
- New York
- Queens
- Richmond
- Rockland
- Suffolk
- Westchester

III Middle Atlantic
Delaware
District of Columbia
Maryland
New Jersey (Excluding Counties in Territory II)
New York (Excluding Counties in Territory II)
Pennsylvania (Excluding Counties in Territory IV)
Virginia
- Arlington (Including Alexandria City)
- Fairfax (Including Falls Church)
- Loudoun
- Prince William

IV East Central
Indiana (Excluding Lake and Porter Counties)
Kentucky
Michigan
Ohio
Pennsylvania
- Allegheny
- Armstrong
- Beaver
- Butler
- Clarion
- Crawford
- Erie
- Fayette
- Forest
- Greene
- Indiana
- Jefferson
- Lawrence
- Mercer
- Venango
- Warren
- Washington
- Westmoreland

West Virginia

V Metropolitan Chicago
Illinois
- Cook
- DuPage
- Kane
- Lake
- McHenry
- Will

Indiana
- Lake
- Porter

VI West Central
Colorado
Illinois (Excluding Counties in Territory V)
Iowa
Kansas
Minnesota
Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Wyoming

VII Southeast
Alabama
Florida
Georgia
Mississippi
North Carolina
Tennessee
Virginia (Excluding Counties in Territory III)

VIII Southwest
Arkansas
Louisiana
New Mexico
Oklahoma
Texas

IX Greater Los Angeles
California
- Los Angeles
- Riverside
- Orange
- San Bernardino

X Remaining Pacific
Arizona
California (Excluding Counties in Territory IX)
Idaho
Nevada
Oregon
Utah
Washington

NSI 1987-88
Measurement Schedule

Nielsen Station Index

LOCAL MARKET INFORMATION SERVICES

	Oct	Nov	Jan	Feb	Mar	May	July
Abilene-Sweetwater		V		V		V	V
Ada-Ardmore		V		V		V	V
Akron		V		V		V	
Albany, GA		V		V		V	V
Albany-Schenectady-Troy		V		V		V	V
Albuquerque-Santa Fe		V		V		V	V
Alexandria, LA		V		V		V	V
Alexandria, MN		V		V		V	V
Alpena		V		V		V	V
Amarillo		V		V		V	V
Anchorage, AK		V		V		V	V
Anniston		V		V		V	
Atlanta	V	V	V	V		V	V
Atlanta-M/M Weeklies	*	*	*	*	*	*	*
Augusta, GA		V		V		V	V
Austin		V		V		V	V
Bakersfield		V		V		V	V
Baltimore	V	V	V	V		V	V
Bangor		V		V		V	V
Baton Rouge		V		V		V	V
Beaumont-Port Arthur		V		V		V	V
Beckley-Bluefield-Oak Hill		V		V		V	V
Bend, OR		V		V		V	V
Billings		V		V		V	V
Biloxi-Gulfport		V		V		V	V
Binghamton		V		V		V	V
Birmingham		V		V		V	V
Boise		V		V		V	V
Boston	V	V	V	V	V	V	V
Boston-M/M Weeklies	*	*	*	*	*	*	*
Bowling Green		V		V		V	V
Buffalo		V		V		V	V
Burlington-Plattsburgh		V		V		V	V
Butte		V		V		V	V
Casper-Riverton		V		V		V	V
Cedar Rapids-Waterloo & Dubuque		V		V		V	V
Champaign & Springfield-Decatur		V		V		V	V
Charleston, SC		V		V		V	V
Charleston-Huntington		V		V		V	V
Charlotte		V		V		V	V
Charlottesville		V		V		V	V
Chattanooga		V		V		V	V
Cheyenne-Scottsbluff-Sterling		V		V		V	V
Chicago	V	V	V	V	V	V	V
Chicago-M/M Weeklies	*	*	*	*	*	*	*
Chico-Redding		V		V		V	V
Cincinnati	V	V	V	V		V	V
Clarksburg-Weston		V		V		V	V
*Cleveland	V	V	V	V		V	V
Colorado Springs-Pueblo		V		V		V	V
Columbia, SC		V		V		V	V
Columbia-Jefferson City		V		V		V	V
Columbus, GA		V		V		V	V
Columbus, OH		V		V		V	V
Columbus-Tupelo-West Point		V		V		V	V
Corpus Christi		V		V		V	V
Dallas-Ft. Worth	V	V		V		V	V
Dallas-Ft. Worth-M/M Weeklies	*	*	*	*	*	*	*
Davenport-Rock Island-Moline		V		V		V	V
Dayton		V		V		V	V
Denver	V	V		V		V	V
Denver-M/M Weeklies	*	*	*	*	*	*	*
Des Moines-Ames		V		V		V	V
Detroit	V	V	V	V		V	V
Detroit-M/M Weeklies	*	*	*	*	*	*	*
Dothan		V		V		V	V
Duluth-Superior		V		V		V	V
El Paso		V		V		V	V
Elmira		V		V		V	V
Ensign-Garden City		V		V		V	
Erie		V		V		V	V
Eugene		V		V		V	V
Eureka		V		V		V	V
Evansville		V		V		V	V
Fairbanks		V		V		V	
Fargo-Valley City		V		V		V	V
Flint-Saginaw-Bay City		V		V		V	V
Florence, SC		V		V		V	V
Fresno-Visalia		V		V		V	V
Ft. Myers-Naples		V		V		V	V
Ft. Smith		V		V		V	V
Ft. Wayne		V		V		V	V
Gainesville		V		V		V	V
Glendive		V		V		V	V
Grand Junction-Montrose		V		V		V	V
Grand Rapids-Kalamazoo-Battle Creek		V		V		V	V
Great Bend		V		V		V	
Great Falls		V		V		V	V
Green Bay-Appleton		V		V		V	V
Greensboro-High Point-Winston Salem		V		V		V	V

	Oct	Nov	Jan	Feb	Mar	May	July
Greenville-New Bern-Washington		V		V		V	V
Greenville-Spartanburg-Asheville		V		V		V	V
Greenwood-Greenville		V		V		V	V
Harlingen-Weslaco-Brownsville		V		V		V	V
Harrisburg-Lancaster-Lebanon-York		V		V		V	V
Harrisonburg, VA		V		V		V	V
Hartford, VT-Hanover, NH		V		V		V	
Hartford & New Haven	V	V		V		V	V
Hartford & New Haven-M/M Weeklies**	*	*	*	*	*	*	*
Hattiesburg-Laurel		V		V		V	V
Hays-Goodland		V		V		V	
Helena		V		V		V	V
Honolulu		V		V		V	
Houston	V	V		V		V	V
Houston-M/M Weeklies	*	*	*	*	*	*	*
Huntsville-Decatur		V		V		V	V
Idaho Falls-Pocatello		V		V		V	V
Indianapolis		V		V		V	V
Jackson, MS		V		V		V	V
Jackson, TN		V		V		V	V
Jacksonville		V		V		V	V
Johnstown-Altoona		V		V		V	V
Jonesboro		V		V		V	V
Joplin-Pittsburg		V		V		V	V
Kansas City	V	V	V	V		V	V
Knoxville		V		V		V	V
La Crosse-Eau Claire		V		V		V	V
Lafayette, IN		V		V		V	
Lafayette, LA		V		V		V	V
Lake Charles, LA		V		V		V	V
Lansing		V		V		V	V
Laredo		V		V		V	V
Las Vegas		V		V		V	V
Lexington		V		V		V	V
Lima		V		V		V	V
Lincoln & Hastings-Kearney		V		V		V	V
Little Rock-Pine Bluff		V		V		V	V
Los Angeles	V	V	V	V	V	V	V
Los Angeles-M/M Weeklies	*	*	*	*	*	*	*
Louisville		V		V		V	V
Lubbock		V		V		V	V
Macon		V		V		V	V
Madison		V		V		V	V
Mankato		V		V		V	V
Marquette		V		V		V	V
Mason City-Austin-Rochester		V		V		V	V
Medford-Klamath Falls		V		V		V	V
Memphis		V		V		V	V
Meridian		V		V		V	V
Miami-Ft. Lauderdale	V	V	V	V		V	V
Miami-Ft. Lauderdale-M/M Weeklies	*	*	*	*	*	*	*
Milwaukee	V	V	V	V		V	V
Minneapolis-St. Paul	V	V	V	V		V	V
Minot-Bismarck-Dickinson (Williston)		V		V		V	V
Missoula		V		V		V	V
Mobile-Pensacola		V		V		V	V
Monroe-El Dorado		V		V		V	V
Monterey-Salinas		V		V		V	V
Montgomery		V		V		V	V
Nashville		V		V		V	V
New Orleans	V	V		V		V	V
New York	V	V	V	V	V	V	V
New York-M/M Weeklies	*	*	*	*	*	*	*
Norfolk-Portsmouth-Newport News		V		V		V	V
North Platte-Hayes-McCook		V		V		V	
Odessa-Midland		V		V		V	V
Oklahoma City		V		V		V	V
Omaha		V		V		V	V
Orlando-Daytona Beach-Melbourne		V		V		V	V
Ottumwa, IA-Kirksville, MO		V		V		V	V
Paducah-Cape Girardeau-Harrisburg		V		V		V	V
Palm Springs		V		V		V	V
Panama City		V		V		V	V
Parkersburg, WV		V		V		V	V
Peoria-Bloomington		V		V		V	V
Philadelphia	V	V	V	V	V	V	V
Philadelphia-M/M Weeklies	*	*	*	*	*	*	*
Phoenix		V		V		V	V
*Pittsburgh	V	V	V	V		V	V
Portland, OR		V		V		V	V
Portland-Auburn		V		V		V	V

	Oct	Nov	Jan	Feb	Mar	May	July
Presque Isle		V		V		V	V
Providence-New Bedford		V		V		V	V
Quincy-Hannibal-Keokuk		V		V		V	V
Raleigh-Durham		V		V		V	V
Rapid City		V		V		V	V
Reno		V		V		V	V
Richmond-Petersburg		V		V		V	V
Roanoke-Lynchburg		V		V		V	V
Rochester		V		V		V	V
Rockford		V		V		V	V
Roswell		V		V		V	V
Sacramento-Stockton		V		V		V	V
Salisbury		V		V		V	V
Salt Lake City		V		V		V	V
San Angelo		V		V		V	V
San Antonio		V		V		V	V
San Diego		V		V		V	V
San Francisco-Oakland	V	V	V	V		V	V
San Francisco-Oakland-M/M Weeklies	*	*	*	*	*	*	*
Santa Barbara-Santa Maria-San Luis Ob		V		V		V	V
Santa Rosa		V		V		V	
Sarasota		V		V		V	
Savannah		V		V		V	V
Seattle-Tacoma	V	V		V		V	V
Seattle-Tacoma-M/M Weeklies**	*	*	*	*	*	*	*
Shreveport		V		V		V	V
Sioux City		V		V		V	V
Sioux Falls (Mitchell)		V		V		V	V
South Bend-Elkhart		V		V		V	V
Spokane		V		V		V	V
Springfield, MO		V		V		V	V
Springfield-Holyoke		V		V		V	V
St. Joseph, MO		V		V		V	V
*St. Louis	V	V	V	V		V	V
Syracuse		V		V		V	V
Tallahassee-Thomasville		V		V		V	V
Tampa-St. Petersburg		V		V		V	V
Terre Haute		V		V		V	V
Toledo		V		V		V	V
Topeka		V		V		V	V
Traverse City-Cadillac		V		V		V	V
Tri Cities, TN-VA							
(Bristol-Johnson City-Kingsport)		V		V		V	V
Tucson (Nogales)		V		V		V	V
Tulsa		V		V		V	V
Twin Falls		V		V		V	V
Tyler		V		V		V	V
Utica		V		V		V	V
Victoria		V		V		V	V
Waco-Temple		V		V		V	V
Washington, DC	V	V	V	V		V	V
Washington, DC-M/M Weeklies	*	*	*	*	*	*	*
Watertown		V		V		V	V
Wausau-Rhinelander		V		V		V	V
West Palm Beach-Ft. Pierce		V		V		V	V
Wheeling-Steubenville		V		V		V	V
Wichita Falls & Lawton		V		V		V	V
Wichita-Hutchinson		V		V		V	V
Wilkes Barre-Scranton		V		V		V	V
Wilmington		V		V		V	V
Yakima		V		V		V	V
Youngstown		V		V		V	V
Yuma-El Centro		V		V		V	V
Zanesville		V		V		V	V

Report Month	Dates	# Markets
October	9/24-10/21	24
November	10/29-11/25	All Markets
January	1/7-2/3	18
February	2/4-3/2	All Markets
March	3/3-3/30	5
May	4/28-5/25	All Markets
July	7/7-8/3	All DMA's

V—Viewers in Profile

* Previews are issued for selected measurement periods

* Weekly Reports

** Weekly reports available via on-line computer access

Nielsen Media Research

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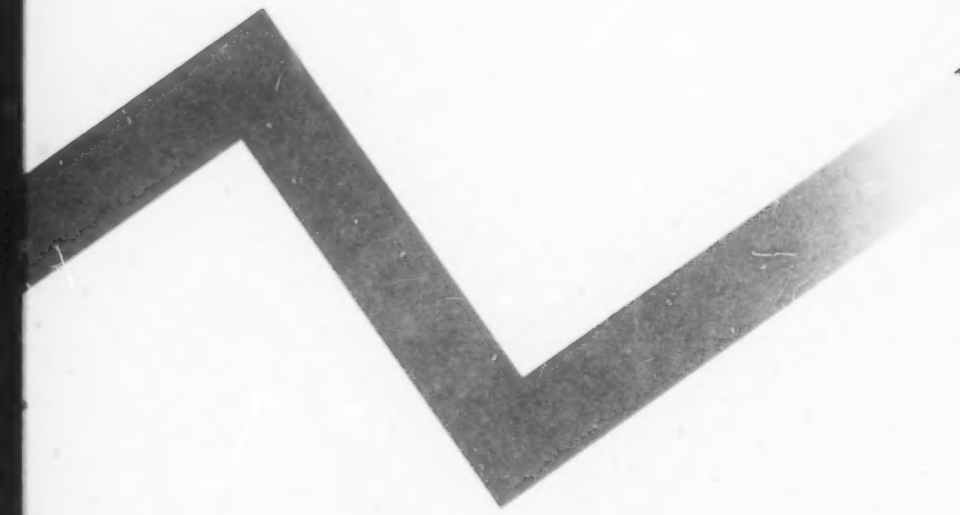
US Television Household Estimates

September 1988

Nielsen Station Index



Nielsen

DMA Rankings
Population Estimates
Multi-set, VCR and
Cable TV Penetration

U.S. TV HOUSEHOLD ESTIMATES

SEPTEMBER 1988
(Estimates as of January 1989)

A.C. NIELSEN COMPANY
MEDIA RESEARCH SERVICES GROUP

The following terms are Service Marks or Trade Marks of A.C. Nielsen Company: NTI (Nielsen Television Index), NSI (Nielsen Station Index), VIP (Viewers in Profile)

1988 Nielsen Media Research — Printed in U.S.A.

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FOREWORD

The data herein represent estimates of total and television households in the U.S. by state, county and Designated Market Area (DMA), as of January 1989.

Total Households are estimates by Market Statistics, used herein by special permission of that organization. They are the base against which television estimates have been applied.

Television Ownership Percents are Nielsen estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all-market measurement periods.

Television Households have been derived by applying the percent ownership estimates, county by county, to the estimates of total households.

These individual county estimates constitute the base of **Television Households** used by Nielsen in estimating audience counts for all Nielsen media research services, national and local. The data herein are subject to the limitations resulting from the methods of Market Statistics and Census, and from Nielsen's method of combining information from these sources. They are made available to broadcast users, in this form, for uniform interpretation of Nielsen estimates for any market, whether a single county or a combination of counties.

TV Penetration for some counties is reported as 100%. It should not be inferred that all households in such counties have television. 100% Penetration is used for counties with an estimated penetration by 99.5% or greater.

Population Estimates reported herein are January 1989 estimates provided by Market Statistics. The estimates include all persons; those in TV Households, those in Non-TV Households, and persons who do not reside in Households.

The use of mathematical terms herein should not be regarded as a representation by A.C. Nielsen Company that such measurements are exact to precise mathematical values.

Nielsen County Size Definitions are as follows:

"**A**" = All counties belonging as of June 19, 1981 to the 25 largest SCSAs or SMSAs according to the 1980 Census of Population.

"**B**" = All counties not included under A that are either over 150,000 population or in SCSAs or SMSAs over 150,000 population according to the 1980 Census of Population.

"**C**" = All counties not included under A or B that are either over 40,000 population or in SMSAs over 40,000 population according to the 1980 Census of Population.

"**D**" = All remaining counties

Note: SCSA (Standard Consolidated Statistical Area) and SMSA (Standard Metropolitan Statistical Area) are defined by the Federal Government Office of Management and Budget.

Market Areas comprising County Size Group "A" are as follows:

Atlanta	Cleveland	Kansas City	New York	San Francisco
Baltimore	Denver	Los Angeles	Philadelphia	Seattle-Tacoma
Boston	Detroit	Miami	Phoenix	St. Louis
Chicago	Dallas-Ft. Worth	Milwaukee	Pittsburgh	Tampa-St. Petersburg
Cincinnati	Houston	Minneapolis-St. Paul	San Diego	Washington

Time zone designations are current as of August 1, 1988 in cases where the time zone line divides a county. Nielsen Time Zone Designation is based on the location of the majority of the population.

DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA (DMA) COUNTY ASSIGNMENTS ARE MADE AS FOLLOWS:

Each spring, using viewing from intab diary households from the most recent February, May, July, and November measurement intervals, NSI markets are reviewed to determine (1) those that continue to qualify for a DMA, (2) those that qualify as new DMAs, and (3) counties that qualify to switch from one DMA assignment to another. All assignments are based on household viewing between 7 AM and 1 AM Sunday through Saturday.

A. Testing NSI markets to qualify for or to remain as DMAs is done at the Metro/Central area level (see Section A.I.A.1). In the absence of a Metro/Central area, a home county area is defined. Typically the home county area is comprised of the county(s) containing the city(s) of license of the commercial station(s) in the NSI market.

To qualify for a DMA

1. The commercial stations assigned to the NSI market (see D.2 and D.3 below) must achieve the largest share of audience in the Metro/Central or home county area, or
2. The commercial station in the Metro/Central or home county area with the highest audience share must achieve a larger share of audience than the commercial station outside the market with the highest share, and
3. For either 1. or 2. the difference between the largest share and the next largest share must be statistically significant.[1]
4. Effective with the 1990-1991 review (conducted in Spring 1990) two consecutive years of statistically significant tests will be required before the NSI market will qualify for a DMA.
5. If the NSI market qualifies for a DMA then it will become a DMA only if a special market area (SMA) report has been produced for at least 2 of the 4 most recent all DMA Measurement intervals.

DESIGNATED MARKET AREA (DMA) (Cont'd)

To Retain a DMA

1. Either condition 1. or 2. above must be met or if the DMA no longer meets either condition, it will retain its DMA if the difference between the shares is not statistically significant for either of the conditions.
2. Effective with the 1990-1991 review (conducted in Spring 1990) two consecutive years of statistically significant tests will be required before a DMA can be lost.

All counties in Metro/Central or home county areas in qualifying NSI markets shall be treated under Paragraph A exclusively in combination and not on an individual basis and will be assigned to that NSI markets DMA.

B. All other counties, including Metro/Central and home counties in NSI markets not qualifying under A above will:
   1. Remain in the current DMA if the commercial stations in that market achieve the highest audience share, or
   2. Be reassigned to the DMA that achieves the highest audience share provided that the difference from the current DMA is statistically significant. If the county is currenty assigned to a meter market, and if the county has an average day meter sample intab (over the four measurement intervals used) of 40 or more households, then the county will be reassigned only if viewing from the meter sample shows a higher share of audience to the same DMA as shown by the diary sample. The difference in the meter shares must also be statistically significant.

C. Each county is assigned to one and only one DMA. When viewing patterns within a county differ significantly primarily because of unusual terrain or because of peripheral locations of station signals, NSI may split the county. Such splits are designated as N, S, E or W after the county name.

   An NSI client may request an investigation into the feasibility of splitting a county. If a client (or clients) request NSI to investigate the feasibility of splitting a county there will be a charge to analyze the data. Please consult your NSI Representative for further details. To qualify for an investigation the county must meet the following criteria:
   1. The county cannot be a segment of an existing split county (i.e. no splits on splits are permitted)
   2. The county must be adjacent to another DMA, no investigations will be conducted on counties located in the interior of a DMA.
   3. The county cannot belong to the DMA of the client requesting the investigation.
   4. The county cannot be a metro/central or home county of a DMA.
   5. The county must have a minimum TV household universe estimate of 20,000.
   6. The total viewing to stations assigned to the DMA of the client requesting the investigation must account for at least 40% of the average quarter hour audience in the county.

   If the county qualifies, NSI will determine if significant viewing differences warrant a split. If so, the split definition will take effect with the start of the next survey year (9/1), however both split sections will be frozen from possible DMA reassignments until viewing from four measurement cycles used in the annual DMA review are available.

D. In determining DMA county assignments:
   1. Viewing to stations in NSI markets that do not qualify as DMAs are excluded.
   2. For DMA county assignment purposes, total satellites and most partial satellites are regarded as extensions of their parents and their audiences will be treated as having originated in the parent market. The exception is viewing to any partial satellite located in an NSI market, other than the home market of the parent, where at least one commercial non-satellite station is located in the same county as the partial satellite. These stations will be treated as having originated in the market of the partial satellite rather than the parent market.
   3. Viewing to all satellite stations, other than the exception in 2. above, is excluded from the analyses conducted under Paragraph A.

E. Audience share estimates are generally based on the combined four most recent all-DMA market measurement intervals. Counties may be assigned to DMA's based on less than the most recent four all-DMA market measurements if recent major changes have occurred which may have a material bearing on audience shares. Such changes include, but are not limited to, changes in transmission facilities or cable-TV penetration. Counties may be tested for statistical significance using consecutive DMA reviews; i.e., any market having a higher share of viewing in consecutive DMA reviews and determined not to be statistically significant, the test for statistical significance will be based on the combined viewing data for the consecutive reviews.

[1] Greater than can be attributed to chance because only a sample of TV nouseholds is surveyed.

Rank order of Designated Market Areas is based solely on the quantitative estimates provided and is not intended to represent the relative "importance" of individual DMA's which may be ascribed through the application of other marketing and media criteria.

Multi-set Ownership Estimates for diary markets are based on replies from households contacted by Nielsen telephone interviewers. Replies from several measurements are projected to January, 1989 and then adjusted to reflect the January, 1989 estimate of multi-set ownership at the national level. For metered markets, similar methods are applied to the installed metered samples. See the NSI Reference Supplement, section A.IV.E.4.

CABLE TV Household Estimates (July 1988) are derived primarily from:

1. Nielsen questionnaires to Cable TV systems.
2. Nielsen phone inquiries to Cable TV systems.
3. Current and prior NSI sample data.
4. Ancillary Sources:
   a. Nielsen NTI field calls upon Cable TV systems
   b. *Television Factbook*
   c. *Weekly CATV Addenda to Television Digest*
   d. *CATV-Newsweekly Cable Television*
   e. Volunteered station information
   f. FCC
   g. *Television Digest Weekly with Consumer Electronics*

U.S. TV HOUSEHOLD ESTIMATES

GEOGRAPHIC AREAS

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
TOTAL U.S.*	91,982,300	90,320,300	98	100.000
CONTINENTAL U.S.**	91,487,300	89,842,100	98	99.471
NORTHEAST	19,034,900	18,736,850	98	20.745
NEW ENGLAND	4,845,600	4,777,670	99	5.290
CONNECTICUT	1,199,700	1,183,810	99	1.311
MAINE	450,100	443,540	99	.491
MASSACHUSETTS	2,217,800	2,187,080	99	2.421
NEW HAMPSHIRE	403,100	396,640	98	.439
RHODE ISLAND	365,700	362,280	99	.401
VERMONT	209,200	204,320	98	.226
MIDDLE ATLANTIC	14,189,300	13,959,180	98	15.455
NEW JERSEY	2,858,700	2,827,290	99	3.130
NEW YORK	6,785,800	6,651,440	98	7.364
PENNSYLVANIA	4,544,800	4,480,450	99	4.961
NORTH CENTRAL	22,409,400	22,099,800	99	24.468
EAST NORTH CENTRAL	15,667,400	15,461,360	99	17.118
ILLINOIS	4,322,100	4,256,410	98	4.713
INDIANA	2,036,800	2,005,670	98	2.221
MICHIGAN	3,400,300	3,359,900	99	3.720
OHIO	4,089,700	4,042,220	99	4.475
WISCONSIN	1,818,500	1,797,160	99	1.990
WEST NORTH CENTRAL	6,742,000	6,638,440	98	7.350
IOWA	1,108,700	1,093,950	99	1.211
KANSAS	955,100	938,730	98	1.039
MINNESOTA	1,609,100	1,586,640	99	1.757
MISSOURI	1,930,900	1,897,540	98	2.101
NEBRASKA	614,200	606,000	99	.671
NORTH DAKOTA	251,400	247,770	99	.274
SOUTH DAKOTA	272,600	267,810	98	.297
SOUTH	31,655,600	31,111,500	98	34.446
SOUTH ATLANTIC	16,084,800	15,835,630	98	17.533
DELAWARE	234,300	231,220	99	.256
DIST. OF COL.	253,800	248,010	98	.275
FLORIDA	5,035,700	4,955,720	98	5.487
GEORGIA	2,307,400	2,271,950	98	2.515
MARYLAND	1,675,000	1,655,700	99	1.833
NORTH CAROLINA	2,439,700	2,400,240	98	2.657
SOUTH CAROLINA	1,260,800	1,241,900	99	1.375
VIRGINIA	2,145,900	2,110,960	98	2.337
WEST VIRGINIA	732,200	719,930	98	.797
EAST SOUTH CENTRAL	5,708,900	5,604,770	98	6.205
ALABAMA	1,539,500	1,513,450	98	1.676
KENTUCKY	1,373,700	1,347,200	98	1.492
MISSISSIPPI	941,500	919,830	98	1.018
TENNESSEE	1,854,200	1,824,290	98	2.020
WEST SOUTH CENTRAL	9,861,900	9,671,100	98	10.708
ARKANSAS	899,600	879,020	98	.973
LOUISIANA	1,602,800	1,576,960	98	1.746
OKLAHOMA	1,279,400	1,253,800	98	1.388
TEXAS	6,080,100	5,961,320	98	6.600
WEST	18,882,400	18,372,150	97	20.341
MOUNTAIN	5,094,300	4,962,940	97	5.495
ARIZONA	1,357,400	1,318,670	97	1.460
COLORADO	1,325,100	1,296,710	98	1.436
IDAHO	370,200	359,740	97	.398
MONTANA	324,500	314,050	97	.348
NEVADA	433,500	423,910	98	.469
NEW MEXICO	558,700	540,410	97	.598
UTAH	537,100	526,040	98	.582
WYOMING	187,800	183,410	98	.203
PACIFIC	13,293,100	12,931,010	97	14.317
CALIFORNIA	10,415,200	10,143,780	97	11.231
OREGON	1,071,600	1,037,280	97	1.148
WASHINGTON	1,806,300	1,749,950	97	1.937
ALASKA#	143,200	136,390	95	.151
HAWAII	351,800	341,810	97	.378

NIELSEN MEDIA RESEARCH TERRITORIES, COUNTY SIZE AND TIME ZONE

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
CONTINENTAL U.S.**	91,487,300	89,842,100	98	99.471
TERRITORIES**				
NORTHEAST	20,368,100	20,050,050	98	22.199
COUNTY SIZE A	11,701,900	11,511,050	98	12.745
B	5,906,000	5,830,000	99	6.455
C	2,239,100	2,199,220	98	2.435
D	521,100	509,780	98	.564
EAST CENTRAL	12,749,200	12,579,520	99	13.928
COUNTY SIZE A	4,203,900	4,158,430	99	4.604
B	4,599,000	4,545,840	99	5.033
C	2,166,200	2,132,510	98	2.361
D	1,780,100	1,742,740	98	1.930
WEST CENTRAL	14,938,000	14,701,510	98	16.277
COUNTY SIZE A	6,648,100	6,549,800	99	7.252
B	2,014,000	1,983,860	99	2.196
C	2,501,900	2,463,820	98	2.728
D	3,774,000	3,704,030	98	4.101
SOUTH	27,440,700	26,951,650	98	29.840
COUNTY SIZE A	5,798,900	5,708,380	98	6.320
B	11,230,100	11,051,960	98	12.236
C	5,256,300	5,161,400	98	5.715
D	5,155,400	5,029,910	98	5.569
PACIFIC	15,991,300	15,559,370	97	17.227
COUNTY SIZE A	9,840,500	9,590,180	97	10.618
B	3,759,100	3,667,470	98	4.061
C	1,607,100	1,546,310	96	1.712
D	784,600	755,410	96	.836
COUNTY SIZE**				
A	38,193,300	37,517,840	98	41.539
B	27,508,200	27,079,130	98	29.981
C	13,770,600	13,503,260	98	14.950
D	12,015,200	11,741,870	98	13.000
TIME ZONE**				
EASTERN	45,645,300	44,958,900	98	49.777
CENTRAL	27,119,900	26,660,310	98	29.518
MOUNTAIN	4,921,200	4,796,580	97	5.311
PACIFIC	13,800,900	13,426,310	97	14.865

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S
** EXCLUDING HAWAII AND ALASKA
\# ANCHORAGE AND FAIRBANKS DMA'S ONLY

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1989)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (Jan. 1989)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
1	NEW YORK	6,921,240	7.663	7.663	18,690,900	7.550	7.550	98
2	LOS ANGELES	4,800,200	5.315	12.978	13,645,600	5.512	13.062	98
3	CHICAGO	3,106,690	3.440	16.417	8,677,000	3.505	16.567	99
4	PHILADELPHIA	2,610,400	2.890	19.307	7,102,600	2.869	19.436	99
5	SAN FRANCISCO-OAKLAND	2,166,970	2.399	21.707	5,803,100	2.344	21.780	97
6	BOSTON	2,062,500	2.284	23.990	5,566,400	2.248	24.029	99
7	DETROIT	1,694,670	1.876	25.866	4,635,300	1.872	25.901	99
8	WASHINGTON, DC	1,665,470	1.844	27.710	4,537,600	1.833	27.734	99
9	DALLAS-FT. WORTH	1,664,820	1.843	29.554	4,530,600	1.830	29.564	98
10	CLEVELAND,AKRON	1,438,180	1.592	31.146	3,843,500	1.553	31.117	99
	SUBTOTAL	28,131,140			77,032,600			
11	HOUSTON	1,431,830	1.585	32.731	4,041,600	1.633	32.749	98
12	ATLANTA	1,325,390	1.467	34.199	3,628,800	1.466	34.215	99
13	TAMPA-ST. PETE,SARASOTA	1,275,400	1.412	35.611	3,072,600	1.241	35.456	99
14	MINNEAPOLIS-ST. PAUL	1,274,820	1.411	37.022	3,470,800	1.402	36.858	99
15	SEATTLE-TACOMA	1,253,980	1.388	38.411	3,257,200	1.316	38.174	97
16	MIAMI-FT. LAUDERDALE	1,249,430	1.383	39.794	3,133,100	1.266	39.439	98
17	PITTSBURGH	1,177,020	1.303	41.097	3,083,800	1.246	40.685	99
18	ST. LOUIS	1,089,920	1.207	42.304	3,015,300	1.218	41.903	98
19	DENVER	1,018,110	1.127	43.431	2,632,300	1.063	42.966	98
20	PHOENIX	973,280	1.078	44.509	2,594,400	1.048	44.014	97
	SUBTOTAL	40,200,320			108,962,500			
21	SACRAMENTO-STOCKTON	961,440	1.064	45.573	2,658,200	1.074	45.088	98
22	BALTIMORE	911,260	1.009	46.582	2,519,400	1.018	46.106	99
23	HARTFORD & NEW HAVEN	884,310	.979	47.561	2,418,900	.977	47.083	99
24	INDIANAPOLIS,LAFAYETTE	865,410	.958	48.519	2,379,700	.961	48.044	98
25	SAN DIEGO	838,270	.928	49.447	2,368,500	.957	49.001	97
26	ORLANDO-DAYTONA BCH-MELBRN	823,710	.912	50.359	2,103,500	.850	49.851	98
27	PORTLAND, OR	799,260	.885	51.244	2,102,000	.849	50.700	97
28	KANSAS CITY	730,730	.809	52.053	1,965,100	.794	51.494	98
29	CINCINNATI	721,140	.798	52.852	1,960,100	.792	52.285	99
30	MILWAUKEE	705,150	.781	53.632	1,885,800	.762	53.047	99
	SUBTOTAL	48,441,000			131,323,700			
31	NASHVILLE	693,450	.768	54.400	1,888,500	.763	53.810	98
32	CHARLOTTE	686,030	.760	55.160	1,857,100	.750	54.560	99
33	COLUMBUS, OH	650,680	.720	55.880	1,727,300	.698	55.258	99
34	GREENVILLE-SPART-ASHEVILLE	644,810	.714	56.594	1,723,400	.696	55.954	98
35	NEW ORLEANS	638,600	.707	57.301	1,796,400	.726	56.680	99
36	RALEIGH-DURHAM	632,860	.701	58.002	1,755,500	.709	57.389	98
37	GRAND RAPIDS-KALMZOO-B.CRK	610,230	.676	58.677	1,700,900	.687	58.076	99
38	OKLAHOMA CITY	597,480	.662	59.339	1,590,900	.643	58.718	98
39	BUFFALO	595,590	.659	59.998	1,639,800	.662	59.381	99
40	MEMPHIS	592,580	.656	60.654	1,686,600	.681	60.062	98
	SUBTOTAL	54,783,310			148,690,100			
41	SALT LAKE CITY	581,640	.644	61.298	1,894,200	.765	60.827	98
42	SAN ANTONIO	555,350	.615	61.913	1,685,600	.681	61.508	98
43	NORFOLK-PORTSMTH-NEWPT NWS	550,770	.610	62.523	1,623,300	.656	62.164	99
44	BIRMINGHAM,ANNISTON	550,390	.609	63.132	1,486,300	.600	62.764	98
45	PROVIDENCE-NEW BEDFORD	549,490	.608	63.741	1,504,800	.608	63.372	99
46	HARRISBURG-LNCSTR-LEB-YORK	537,630	.595	64.336	1,457,700	.589	63.961	98
47	LOUISVILLE	526,920	.583	64.920	1,468,800	.593	64.554	99
48	WILKES BARRE-SCRANTON	521,260	.577	65.497	1,382,800	.559	65.113	99
49	DAYTON	505,050	.559	66.056	1,344,000	.543	65.656	99
50	GREENSBORO-H.POINT-W.SALEM	504,720	.559	66.615	1,334,500	.539	66.195	99
	SUBTOTAL	60,166,530			163,872,100			
51	CHARLESTON-HUNTINGTON	491,240	.544	67.159	1,362,100	.550	66.745	98
52	WEST PALM BEACH-FT. PIERCE	488,650	.541	67.700	1,173,000	.474	67.219	98
53	ALBANY-SCHENECTADY-TROY	484,610	.537	68.236	1,306,700	.528	67.747	99
54	TULSA	459,900	.509	68.745	1,229,400	.497	68.243	98
55	JACKSONVILLE	457,000	.506	69.251	1,241,800	.502	68.745	98
56	LITTLE ROCK-PINE BLUFF	453,930	.503	69.754	1,255,400	.507	69.252	98
57	FLINT-SAGINAW-BAY CITY	449,260	.497	70.251	1,260,900	.509	69.761	99
58	MOBILE-PENSACOLA	444,670	.492	70.744	1,256,000	.507	70.269	98
59	SHREVEPORT	443,110	.491	71.234	1,237,900	.500	70.769	98
60	FRESNO-VISALIA	427,820	.474	71.708	1,281,300	.518	71.286	98
	SUBTOTAL	64,766,720			176,476,600			
61	WICHITA-HUTCHINSON PLUS	425,810	.471	72.179	1,122,100	.453	71.739	98
62	RICHMOND-PETERSBURG	424,890	.470	72.650	1,208,500	.488	72.228	98
63	KNOXVILLE	423,880	.469	73.119	1,144,000	.462	72.690	98
64	ALBUQUERQUE-SANTA FE	420,740	.466	73.585	1,224,700	.495	73.184	96
65	TOLEDO	405,270	.449	74.034	1,102,200	.445	73.630	99
66	GREEN BAY-APPLETON	376,310	.417	74.450	1,024,700	.414	74.044	99
67	SYRACUSE	372,070	.412	74.862	1,053,100	.425	74.469	98
68	ROCHESTER	365,770	.405	75.267	998,600	.403	74.872	99
69	DES MOINES-AMES	363,830	.403	75.670	931,100	.376	75.248	99
70	ROANOKE-LYNCHBURG	356,900	.395	76.065	1,021,100	.412	75.661	98
	SUBTOTAL	68,702,190			187,306,700			

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1989)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (Jan. 1989)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
71	OMAHA	346,970	.384	76.449	933,500	.377	76.038	99
72	HONOLULU	341,810	.378	76.828	1,102,400	.445	76.483	97
73	AUSTIN	340,860	.377	77.205	915,000	.370	76.853	98
74	CHAMPAIGN&SPRNGFLD-DECATUR	326,540	.362	77.567	865,900	.350	77.203	98
75	LEXINGTON	325,150	.360	77.927	915,500	.370	77.572	97
76	PADUCAH-C.GIRARDEAU-HARRBG	324,850	.360	78.286	859,600	.347	77.920	98
77	SPOKANE	323,620	.358	78.645	873,500	.353	78.273	97
78	CEDAR RAPIDS-WATERLOO&DUBQ	316,740	.351	78.995	854,407	.345	78.618	98
79	PORTLAND-AUBURN	315,600	.349	79.345	835,80[illegible]	.338	78.955	99
80	DAVENPORT-R.ISLAND-MOLINE	308,560	.342	79.686	816,600	.330	79.285	99
	SUBTOTAL	71,972,890			196,278,900			
81	SPRINGFIELD, MO	306,340	.339	80.025	836,100	.338	79.623	98
82	CHATTANOOGA	298,450	.330	80.356	815,900	.330	79.952	98
83	TUCSON(NOGALES)	298,430	.330	80.686	787,100	.318	80.270	97
84	JACKSON, MS	290,590	.322	81.008	850,900	.344	80.614	98
85	SOUTH BEND-ELKHART	289,350	.320	81.328	799,400	.323	80.937	98
86	JOHNSTOWN-ALTOONA	285,390	.316	81.644	791,000	.320	81.257	98
87	TRI-CITIES, TN-VA	283,270	.314	81.958	793,400	.320	81.577	98
88	HUNTSVILLE-DECATUR	280,730	.311	82.269	755,000	.305	81.882	99
89	YOUNGSTOWN	276,180	.306	82.575	744,800	.301	82.183	99
90	MADISON	269,380	.298	82.873	702,700	.284	82.467	99
	SUBTOTAL	74,851,000			204,155,200			
91	COLUMBIA, SC	269,230	.298	83.171	770,500	.311	82.778	98
92	BURLINGTON-PLATTSBURGH	267,910	.297	83.468	751,300	.303	83.081	98
93	EVANSVILLE	266,390	.295	83.762	715,700	.289	83.371	99
94	LAS VEGAS	259,500	.287	84.050	648,900	.262	83.633	98
95	LINCOLN & HSTNGS-KRNY PLUS	256,510	.284	84.334	670,500	.271	83.903	99
96	BATON ROUGE	256,100	.284	84.617	774,400	.313	84.216	99
97	GREENVILLE-N.BERN-WASHNGTN	255,420	.283	84.900	730,100	.295	84.511	98
98	SPRINGFIELD-HOLYOKE	242,290	.268	85.168	661,500	.267	84.778	99
99	EL PASO	240,980	.267	85.435	787,800	.318	85.097	98
100	WACO-TEMPLE	239,440	.265	85.700	692,000	.280	85.376	98
	SUBTOTAL	77,404,770			211,357,900			
101	COLORADO SPRINGS-PUEBLO	239,280	.265	85.965	651,700	.263	85.639	98
102	FT. MYERS-NAPLES	235,980	.261	86.226	560,700	.226	85.866	99
103	SIOUX FALLS(MITCHELL)	227,380	.252	86.478	606,400	.245	86.111	98
104	AUGUSTA	227,110	.251	86.730	657,100	.265	86.376	98
105	FT. WAYNE	225,640	.250	86.980	630,200	.255	86.631	99
106	LANSING	220,390	.244	87.224	626,700	.253	86.884	99
107	SAVANNAH	215,870	.239	87.463	627,900	.254	87.138	98
108	FARGO-VALLEY CITY	214,710	.238	87.700	598,300	.242	87.379	98
109	CHARLESTON, SC	212,980	.236	87.936	631,000	.255	87.634	98
110	MONTGOMERY	210,840	.233	88.169	598,600	.242	87.876	98
111	PEORIA-BLOOMINGTON	208,710	.231	88.401	563,800	.228	88.104	98
112	MONTEREY-SALINAS	205,360	.227	88.628	623,300	.252	88.356	96
113	SANTABARBRA-SANMAR-SANLUOB	203,120	.225	88.853	560,000	.226	88.582	96
114	LAFAYETTE, LA	197,490	.219	89.071	585,400	.236	88.818	98
115	COLUMBUS, GA	192,150	.213	89.284	547,900	.221	89.040	98
116	WILMINGTON	190,670	.211	89.495	529,400	.214	89.253	98
117	HARLINGEN-WESLACO-BRNSVLLE	186,520	.207	89.702	693,600	.280	89.534	97
118	MONROE-EL DORADO	181,990	.201	89.903	521,500	.211	89.744	98
119	EUGENE	181,210	.201	90.104	488,100	.197	89.941	96
120	RENO	179,460	.199	90.303	454,200	.183	90.125	97
121	JOPLIN-PITTSBURG	177,940	.197	90.500	469,800	.190	90.315	98
122	TERRE HAUTE	174,190	.193	90.693	462,700	.187	90.501	98
123	AMARILLO	173,040	.192	90.884	475,400	.192	90.694	98
124	CORPUS CHRISTI	172,940	.191	91.076	537,500	.217	90.911	98
125	TALLAHASSEE-THOMASVILLE	170,020	.188	91.264	483,500	.195	91.106	98
126	YAKIMA	169,210	.187	91.451	470,600	.190	91.296	97
127	DULUTH-SUPERIOR	169,030	.187	91.638	452,800	.183	91.479	98
128	WHEELING-STEUBENVILLE	167,650	.186	91.824	445,000	.180	91.659	99
129	BEAUMONT-PORT ARTHUR	163,580	.181	92.005	463,500	.187	91.846	98
130	MACON	162,940	.180	92.185	471,400	.190	92.036	98
131	TRAVERSE CITY-CADILLAC	160,990	.178	92.364	432,900	.175	92.211	99
132	WAUSAU-RHINELANDER	160,960	.178	92.542	444,000	.179	92.391	99
133	LA CROSSE-EAU CLAIRE	158,320	.175	92.717	438,300	.177	92.568	99
134	BAKERSFIELD	158,060	.175	92.892	456,900	.185	92.752	98
135	WICHITA FALLS & LAWTON	157,860	.175	93.067	443,300	.179	92.931	98
136	BINGHAMTON	157,700	.175	93.242	436,000	.176	93.107	99
137	COLUMBUS-TUPELO-WEST POINT	156,590	.173	93.415	449,300	.181	93.289	98
138	SIOUX CITY	156,390	.173	93.588	412,500	.167	93.455	99
139	BOISE	154,860	.171	93.760	432,300	.175	93.630	97
140	ROCKFORD	154,780	.171	93.931	415,600	.168	93.798	99
141	ERIE	152,020	.168	94.099	418,000	.169	93.967	99
142	CHICO-REDDING	151,920	.168	94.267	404,500	.163	94.130	97
143	ODESSA-MIDLAND	148,420	.164	94.432	427,600	.173	94.303	98
144	BECKLEY-BLUEFIELD-OAK HILL	147,680	.164	94.595	410,500	.166	94.469	98
145	MINOT-BISMARCK-DICKINSON	146,800	.163	94.758	419,700	.170	94.638	98

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1989)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (Jan. 1989)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
146	FT. SMITH	145,890	.162	94.919	402,500	.163	94.801	97
147	MASON CITY-AUSTIN-ROCHESTR	142,670	.158	95.077	371,000	.150	94.951	99
148	TOPEKA	140,280	.155	95.233	380,300	.154	95.104	99
149	LUBBOCK	133,880	.148	95.381	391,500	.158	95.262	98
150	MEDFORD-KLAMATH FALLS	132,410	.147	95.527	356,000	.144	95.406	96
	SUBTOTAL	86,280,650			236,188,600			
151	COLUMBIA-JEFFERSON CITY	130,780	.145	95.672	371,900	.150	95.557	98
152	ALBANY, GA	128,320	.142	95.814	379,200	.153	95.710	98
153	BANGOR	128,290	.142	95.956	353,100	.143	95.852	98
154	TYLER	126,710	.140	96.097	361,600	.146	95.998	98
155	QUINCY-HANNIBAL-KEOKUK	116,170	.129	96.225	307,800	.124	96.123	99
156	ABILENE-SWEETWATER	115,780	.128	96.353	316,500	.128	96.251	98
157	FLORENCE, SC	112,780	.125	96.478	328,500	.133	96.383	98
158	ANCHORAGE	110,180	.122	96.600	322,700	.130	96.514	95
159	DOTHAN	105,940	.117	96.718	296,200	.120	96.633	98
160	IDAHO FALLS-POCATELLO	102,130	.113	96.831	318,500	.129	96.762	98
161	PALM SPRINGS	99,350	.110	96.941	276,700	.112	96.874	97
162	UTICA	98,780	.109	97.050	278,400	.112	96.986	99
163	RAPID CITY	97,790	.108	97.158	273,600	.111	97.097	98
164	SALISBURY	90,500	.100	97.258	245,600	.099	97.196	98
165	HATTIESBURG-LAUREL	89,150	.099	97.357	254,100	.103	97.299	97
166	BILLINGS	89,110	.099	97.456	239,000	.097	97.395	97
167	ALEXANDRIA, LA	87,080	.096	97.552	262,300	.106	97.501	98
168	CLARKSBURG-WESTON	85,510	.095	97.647	229,300	.093	97.594	98
169	ELMIRA	84,030	.093	97.740	235,300	.095	97.689	98
170	GAINESVILLE	83,750	.093	97.833	226,400	.091	97.780	97
171	GREENWOOD-GREENVILLE	81,780	.091	97.923	256,200	.103	97.884	97
172	PANAMA CITY	79,130	.088	98.011	212,000	.086	97.969	98
173	LAKE CHARLES	74,980	.083	98.094	217,100	.088	98.057	98
174	MISSOULA	74,650	.083	98.177	196,700	.079	98.136	96
175	MERIDIAN	74,230	.082	98.259	212,300	.086	98.222	97
176	ADA-ARDMORE	73,780	.082	98.340	199,400	.081	98.303	98
177	YUMA-EL CENTRO	70,150	.078	98.418	217,900	.088	98.391	97
178	JONESBORO	68,150	.075	98.494	186,000	.075	98.466	97
179	ROSWELL	66,720	.074	98.567	186,700	.075	98.541	98
180	WATERTOWN	66,320	.073	98.641	194,800	.079	98.620	99
181	BILOXI-GULFPORT	65,590	.073	98.713	186,500	.075	98.695	98
182	GREAT FALLS	61,900	.069	98.782	165,700	.067	98.762	97
183	PARKERSBURG	61,870	.069	98.850	165,600	.067	98.829	99
184	ST. JOSEPH	59,780	.066	98.917	160,100	.065	98.894	99
185	JACKSON, TN	57,580	.064	98 980	154,500	.062	98.956	98
186	MARQUETTE	55,060	.061	99.041	157,100	.063	99.020	97
187	TUSCALOOSA	52,860	.059	99.100	147,000	.059	99.079	98
188	GRAND JUNCTION-MONTROSE	52,660	.058	99.158	144,100	.058	99.137	97
189	MANKATO	52,140	.058	99.216	142,400	.058	99.195	99
190	EUREKA	51,310	.057	99.273	136,400	.055	99.250	95
191	CHEYENNE-SCOTTSBLUFF	50,540	.056	99.329	131,800	.053	99.303	99
192	BOWLING GREEN	49,460	.055	99.383	139,400	.056	99.359	98
193	CASPER-RIVERTON	48,770	.054	99.437	135,400	.055	99.414	97
194	BUTTE	46,540	.052	99.489	125,400	.051	99.465	97
195	SAN ANGELO	44,220	.049	99.538	125,100	.051	99.515	98
196	OTTUMWA-KIRKSVILLE	43,840	.049	99.586	114,200	.046	99.561	98
197	LIMA	40,780	.045	99.632	112,700	.046	99.607	99
198	CHARLOTTESVILLE	39,120	.043	99.675	104,800	.042	99.649	96
199	LAREDO	34,380	.038	99.713	131,200	.053	99.702	97
200	HARRISONBURG	33,700	.037	99.750	102,800	.042	99.744	95
201	ZANESVILLE	31,580	.035	99.785	84,600	.034	99.778	99
202	TWIN FALLS	30,690	.034	99.819	88,100	.036	99.814	97
203	PRESQUE ISLE	29,480	.033	99.852	86,500	.035	99.849	99
204	FAIRBANKS	26,210	.029	99.881	80,000	.032	99.881	96
205	BEND, OR	26,090	.029	99.910	71,200	.029	99.910	96
206	VICTORIA	25,600	.028	99.938	77,400	.031	99.941	98
207	HELENA	20,690	.023	99.961	52,300	.021	99.962	98
208	ALPENA	15,520	.017	99.978	41,800	.017	99.979	98
209	NORTH PLATTE	14,490	.016	99.994	38,900	.016	99.995	99
210	GLENDIVE	5,180	.006	100.000	13,400	.005	100.000	98
	TOTAL U.S.*	90,320,300			247,560,800			

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
662	ABILENE-SWEETWATER	117,800	115,780	156	.128
657	ADA-ARDMORE	75,500	73,780	176	.082
532	ALBANY-SCHENECTADY-TROY	491,400	484,610	53	.537
525	ALBANY, GA	130,700	128,320	152	.142
790	ALBUQUERQUE-SANTA FE	438,600	420,740	64	.466
644	ALEXANDRIA, LA	88,900	87,080	167	.096
583	ALPENA	15,800	15,520	208	.017
634	AMARILLO	175,800	173,040	123	.192
743	ANCHORAGE	115,800	110,180	158	.122
524	ATLANTA	1,344,100	1,325,390	12	1.467
520	AUGUSTA	231,200	227,110	104	.251
635	AUSTIN	349,200	340,860	73	.377
800	BAKERSFIELD	161,700	158,060	134	.175
512	BALTIMORE	921,100	911,260	22	1.009
537	BANGOR	130,400	128,290	153	.142
716	BATON ROUGE	260,000	256,100	96	.284
692	BEAUMONT-PORT ARTHUR	166,800	163,580	129	.181
559	BECKLEY-BLUEFIELD-OAK HILL	150,500	147,680	144	.164
821	BEND, OR	27,100	26,090	205	.029
756	BILLINGS	91,700	89,110	166	.099
746	BILOXI-GULFPORT	66,800	65,590	181	.073
502	BINGHAMTON	160,100	157,700	136	.175
630	BIRMINGHAM,ANNISTON	558,800	550,390	44	.609
757	BOISE	159,200	154,860	139	.171
506	BOSTON	2,092,500	2,062,500	6	2.284
736	BOWLING GREEN	50,500	49,460	192	.055
514	BUFFALO	602,700	595,590	39	.659
523	BURLINGTON-PLATTSBURGH	273,200	267,910	92	.297
754	BUTTE	48,200	46,540	194	.052
767	CASPER-RIVERTON	50,100	48,770	193	.054
637	CEDAR RAPIDS-WATERLOO&DUBQ	321,600	316,740	78	.351
648	CHAMPAIGN&SPRNGFLD-DECATUR	332,100	326,540	74	.362
564	CHARLESTON-HUNTINGTON	500,400	491,240	51	.544
519	CHARLESTON, SC	216,400	212,980	109	.236
517	CHARLOTTE	695,700	686,030	32	.760
584	CHARLOTTESVILLE	40,600	39,120	198	.043
575	CHATTANOOGA	303,300	298,450	82	.330
759	CHEYENNE-SCOTTSBLUFF	51,300	50,540	191	.056
602	CHICAGO	3,153,500	3,106,690	3	3.440
868	CHICO-REDDING	156,700	151,920	142	.168
515	CINCINNATI	730,600	721,140	29	.798
598	CLARKSBURG-WESTON	87,000	85,510	168	.095
510	CLEVELAND,AKRON	1,455,100	1,438,180	10	1.592
752	COLORADO SPRINGS-PUEBLO	244,800	239,280	101	.265
604	COLUMBIA-JEFFERSON CITY	133,300	130,780	151	.145
546	COLUMBIA, SC	273,600	269,230	91	.298
673	COLUMBUS-TUPELO-WEST POINT	160,000	156,590	137	.173
522	COLUMBUS, GA	195,600	192,150	115	.213
535	COLUMBUS, OH	658,000	650,680	33	.720
600	CORPUS CHRISTI	176,600	172,940	124	.191
623	DALLAS-FT. WORTH	1,692,800	1,664,820	9	1.843
682	DAVENPORT-R.ISLAND-MOLINE	312,200	308,560	80	.342
542	DAYTON	511,000	505,050	49	.559
751	DENVER	1,039,100	1,018,110	19	1.127
679	DES MOINES-AMES	368,300	363,830	69	.403
505	DETROIT	1,713,700	1,694,670	7	1.876
606	DOTHAN	107,700	105,940	159	.117
676	DULUTH-SUPERIOR	172,200	169,030	127	.187
765	EL PASO	245,300	240,980	99	.267
565	ELMIRA	85,700	84,030	169	.093
516	ERIE	153,300	152,020	141	.168
801	EUGENE	188,400	181,210	119	.201
802	EUREKA	53,800	51,310	190	.057
649	EVANSVILLE	269,900	266,390	93	.295
745	FAIRBANKS	27,400	26,210	204	.029
724	FARGO-VALLEY CITY	218,200	214,710	108	.238
513	FLINT-SAGINAW-BAY CITY	453,500	449,260	57	.497
570	FLORENCE, SC	114,600	112,780	157	.125
866	FRESNO-VISALIA	437,200	427,820	60	.474
571	FT. MYERS-NAPLES	239,100	235,980	102	.261
670	FT. SMITH	149,900	145,890	146	.162
509	FT. WAYNE	228,700	225,640	105	.250
592	GAINESVILLE	86,700	83,750	170	.093
798	GLENDIVE	5,300	5,180	210	.006
773	GRAND JUNCTION-MONTROSE	54,200	52,660	188	.058
563	GRAND RAPIDS-KALMZOO-B.CRK	618,400	610,230	37	.676
755	GREAT FALLS	63,600	61,900	182	.069
658	GREEN BAY-APPLETON	379,300	376,310	66	.417
518	GREENSBORO-H.POINT-W.SALEM	512,200	504,720	50	.559
545	GREENVILLE-N.BERN-WASHNGTN	259,700	255,420	97	.283
567	GREENVILLE-SPART-ASHEVILLE	655,300	644,810	34	.714
647	GREENWOOD-GREENVILLE	84,200	81,780	171	.091
636	HARLINGEN-WESLACO-BRNSVLLE	192,100	186,520	117	.207
566	HARRISBURG-LNCSTR-LEB-YORK	550,600	537,630	46	.595
569	HARRISONBURG	35,900	33,700	200	.037
533	HARTFORD & NEW HAVEN	896,900	884,310	23	.979
710	HATTIESBURG-LAUREL	91,500	89,150	165	.099
766	HELENA	21,200	20,690	207	.023
744	HONOLULU	351,800	341,810	72	.378
618	HOUSTON	1,462,400	1,431,830	11	1.585
691	HUNTSVILLE-DECATUR	284,800	280,730	88	.311
758	IDAHO FALLS-POCATELLO	104,600	102,130	163	.113
527	INDIANAPOLIS,LAFAYETTE	879,000	865,410	24	.958
718	JACKSON, MS	297,000	290,590	84	.322
639	JACKSON, TN	59,000	57,580	185	.064
561	JACKSONVILLE	464,600	457,000	55	.506
574	JOHNSTOWN-ALTOONA	290,000	285,390	86	.316
734	JONESBORO	70,000	68,150	178	.075
603	JOPLIN-PITTSBURG	181,300	177,940	121	.197
616	KANSAS CITY	742,900	730,730	28	.809
557	KNOXVILLE	431,900	423,880	63	.469
702	LA CROSSE-EAU CLAIRE	160,400	158,320	133	.175
642	LAFAYETTE, LA	200,800	197,490	114	.219
643	LAKE CHARLES	76,400	74,990	173	.083
551	LANSING	223,500	220,390	106	.244
749	LAREDO	35,300	34,380	199	.038
839	LAS VEGAS	263,900	259,500	94	.287
541	LEXINGTON	334,200	325,150	75	.360
558	LIMA	41,300	40,780	197	.045
722	LINCOLN & HSTNGS-KRNY PLUS	260,100	256,510	95	.284
693	LITTLE ROCK-PINE BLUFF	463,500	453,930	56	.503
803	LOS ANGELES	4,807,400	4,800,200	2	5.315
529	LOUISVILLE	534,600	526,920	47	.583
651	LUBBOCK	136,000	133,680	143	.148
503	MACON	165,700	162,940	130	.180
669	MADISON	274,000	269,380	90	.298
737	MANKATO	52,900	52,140	189	.058
553	MARQUETTE	56,500	55,060	186	.061
611	MASON CITY-AUSTIN-ROCHESTR	144,100	142,670	147	.158
813	MEDFORD-KLAMATH FALLS	137,400	132,410	150	.147
640	MEMPHIS	604,000	592,580	40	.656
711	MERIDIAN	76,300	74,230	175	.082
528	MIAMI-FT. LAUDERDALE	1,270,200	1,249,430	16	1.383
617	MILWAUKEE	712,500	705,150	30	.781
613	MINNEAPOLIS-ST. PAUL	1,292,700	1,274,820	14	1.411
687	MINOT-BISMARCK-DICKINSON	149,200	146,800	145	.163
762	MISSOULA	77,800	74,650	174	.083
686	MOBILE-PENSACOLA	453,400	444,670	58	.492
628	MONROE-EL DORADO	185,500	181,990	118	.201
828	MONTEREY-SALINAS	214,100	205,360	112	.227
698	MONTGOMERY	214,900	210,840	110	.233
659	NASHVILLE	705,200	693,450	31	.768
622	NEW ORLEANS	648,000	638,600	35	.707
501	NEW YORK	7,054,300	6,921,240	1	7.663
544	NORFOLK-PORTSMTH-NEWPT NWS	559,000	550,770	43	.610
740	NORTH PLATTE	14,700	14,490	209	.016
633	ODESSA-MIDLAND	151,200	148,420	143	.164
650	OKLAHOMA CITY	608,500	597,480	38	.662
652	OMAHA	351,500	345,970	71	.384
534	ORLANDO-DAYTONA-MELBRN	836,500	823,710	26	.912
631	OTTUMWA-KIRKSVILLE	44,800	43,840	196	.049
632	PADUCAH-CAPE GIRARDEAU-HARRBG	330,300	324,850	76	.360
804	PALM SPRINGS	101,900	99,350	161	.110
656	PANAMA CITY	80,700	73,130	172	.088
597	PARKERSBURG	62,700	61,870	183	.069
675	PEORIA-BLOOMINGTON	211,900	208,710	111	.231
504	PHILADELPHIA	2,641,900	2,610,400	4	2.890
753	PHOENIX	1,000,200	973,280	20	1.078
508	PITTSBURGH	1,180,500	1,177,020	17	1.303
500	PORTLAND-AUBURN	320,300	315,700	79	.349
820	PORTLAND, OR	823,200	799,260	27	.885
552	PRESQUE ISLE	29,900	29,480	203	.033
521	PROVIDENCE-NEW BEDFORD	554,800	549,440	45	.608
717	QUINCY-HANNIBAL-KEOKUK	117,300	116,170	155	.129
560	RALEIGH-DURHAM	643,300	632,860	36	.701
764	RAPID CITY	100,100	97,790	163	.108
811	RENO	185,200	179,460	120	.199
556	RICHMOND-PETERSBURG	431,800	424,890	62	.470
573	ROANOKE-LYNCHBURG	363,300	356,900	70	.395
538	ROCHESTER	369,600	365,770	68	.405

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
610	ROCKFORD	156,800	154,780	140	.171
761	ROSWELL	68,100	66,720	179	.074
862	SACRAMENTO-STOCKTON	984,900	961,440	21	1.064
576	SALISBURY	91,900	90,500	164	.100
770	SALT LAKE CITY	594,600	581,640	41	.644
661	SAN ANGELO	45,200	44,220	195	.049
641	SAN ANTONIO	568,200	555,350	42	.615
825	SAN DIEGO	860,200	838,270	25	.928
807	SAN FRANCISCO-OAKLAND	2,243,600	2,166,970	5	2.399
855	SANTABARBRA-SANMAR-SANLUOB	210,500	203,120	113	.225
507	SAVANNAH	220,000	215,870	107	.239
819	SEATTLE-TACOMA	1,295,800	1,253,980	15	1.388
612	SHREVEPORT	452,200	443,110	59	.491
624	SIOUX CITY	158,000	156,390	138	.173
725	SIOUX FALLS(MITCHELL)	231,200	227,380	103	.252
588	SOUTH BEND-ELKHART	294,400	289,350	85	.320
881	SPOKANE	334,400	323,620	77	.358
543	SPRINGFIELD-HOLYOKE	246,200	242,290	98	.268
619	SPRINGFIELD, MO	313,900	306,340	81	.339
638	ST. JOSEPH	60,500	59,780	184	.066
609	ST. LOUIS	1,107,300	1,089,920	18	1.207
555	SYRACUSE	378,400	372,070	67	.412
530	TALLAHASSEE-THOMASVILLE	174,000	170,020	125	.188
539	TAMPA-ST. PETE,SARASOTA	1,293,200	1,275,400	13	1.412
581	TERRE HAUTE	177,100	174,190	122	.193
547	TOLEDO	409,500	405,270	65	.449
605	TOPEKA	142,400	140,280	148	.155
540	TRAVERSE CITY-CADILLAC	163,200	160,990	131	.178
531	TRI-CITIES, TN-VA	288,800	283,270	87	.314
789	TUCSON(NOGALES)	307,200	298,430	83	.330
671	TULSA	470,100	459,900	54	.509
620	TUSCALOOSA	54,100	52,860	187	.059
760	TWIN FALLS	31,500	30,690	202	.034
709	TYLER	129,500	126,710	154	.140
526	UTICA	100,100	98,780	162	.109
626	VICTORIA	26,200	25,600	206	.028
625	WACO-TEMPLE	244,300	239,440	100	.265
511	WASHINGTON, DC	1,690,800	1,665,470	8	1.844
549	WATERTOWN	67,100	66,320	180	.073
705	WAUSAU-RHINELANDER	163,000	160,960	132	.178
548	WEST PALM BEACH-FT. PIERCE	496,400	488,650	52	.541
554	WHEELING-STEUBENVILLE	169,600	167,650	128	.186
627	WICHITA FALLS & LAWTON	160,400	157,860	135	.175
678	WICHITA-HUTCHINSON PLUS	433,700	425,810	61	.471
577	WILKES BARRE-SCRANTON	528,700	521,260	48	.577
550	WILMINGTON	194,200	190,670	116	.211
810	YAKIMA	174,200	169,210	126	.187
536	YOUNGSTOWN	278,900	276,180	89	.306
771	YUMA-EL CENTRO	72,600	70,150	177	.078
596	ZANESVILLE	32,000	31,580	201	.035

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ALABAMA					
AUTAUGA	M	B MONTGOMERY	12,800	12,640	99
BALDWIN	M	B MOBILE-PENSACOLA	35,500	34,840	98
BARBOUR		D COLUMBUS, GA	9,300	9,090	98
BIBB		D BIRMINGHAM,ANNISTON	6,000	5,700	95
BLOUNT	M	D BIRMINGHAM,ANNISTON	15,500	15,290	99
BULLOCK		D MONTGOMERY	3,500	3,360	96
BUTLER		D MONTGOMERY	7,700	7,520	98
CALHOUN	NM	C BIRMINGHAM,ANNISTON	45,100	44,570	99
CHAMBERS		D COLUMBUS, GA	14,500	14,300	99
CHEROKEE		D ATLANTA	7,300	7,170	98
CHILTON		D BIRMINGHAM,ANNISTON	13,000	12,780	98
CHOCTAW	M	D MERIDIAN	5,900	5,690	96
CLARKE		D MOBILE-PENSACOLA	9,400	9,170	98
CLAY		D BIRMINGHAM,ANNISTON	4,800	4,620	96
CLEBURNE		D ATLANTA	5,100	4,970	97
COFFEE		D DOTHAN	15,100	14,840	98
COLBERT		C HUNTSVILLE-DECATUR	21,000	20,680	98
CONECUH		D MONTGOMERY	5,600	5,450	97
COOSA		D BIRMINGHAM,ANNISTON	4,400	4,230	96
COVINGTON		D MONTGOMERY	14,500	14,230	98
CRENSHAW		D MONTGOMERY	5,400	5,300	98
CULLMAN		C BIRMINGHAM,ANNISTON	25,800	25,490	99
DALE	M	C DOTHAN	16,800	16,550	99
DALLAS		C MONTGOMERY	18,500	18,090	98
DE KALB		C HUNTSVILLE-DECATUR	21,400	21,000	98
ELMORE	M	B MONTGOMERY	17,000	16,780	99
ESCAMBIA		D MOBILE-PENSACOLA	12,800	12,520	98
ETOWAH		C BIRMINGHAM,ANNISTON	39,600	39,090	99
FAYETTE		D BIRMINGHAM,ANNISTON	7,200	7,070	98
FRANKLIN		D HUNTSVILLE-DECATUR	11,200	11,010	98
GENEVA		D DOTHAN	9,100	8,950	98
GREENE		D BIRMINGHAM,ANNISTON	3,600	3,390	94
HALE		D BIRMINGHAM,ANNISTON	5,100	4,860	95
HENRY		D DOTHAN	5,600	5,530	99
HOUSTON	M	C DOTHAN	31,500	31,100	99
JACKSON		C CHATTANOOGA	19,900	19,500	98
JEFFERSON	M	B BIRMINGHAM,ANNISTON	265,500	261,860	99
LAMAR		D COLUMBUS-TUPELO-WEST POINT	6,300	6,150	98
LAUDERDALE		C HUNTSVILLE-DECATUR	32,400	31,900	98
LAWRENCE		D HUNTSVILLE-DECATUR	11,300	11,010	97
LEE		C COLUMBUS, GA	32,600	31,960	98
LIMESTONE	M	B HUNTSVILLE-DECATUR	18,600	18,370	99
LOWNDES		D MONTGOMERY	4,000	3,870	97
MACON		D MONTGOMERY	8,700	8,510	98
MADISON	M	B HUNTSVILLE-DECATUR	91,700	90,790	99
MARENGO		D MERIDIAN	8,600	8,320	97
MARION		D BIRMINGHAM,ANNISTON	12,300	12,060	98
MARSHALL		B HUNTSVILLE-DECATUR	28,400	27,810	98
MOBILE	M	B MOBILE-PENSACOLA	140,300	137,790	98
MONROE		D MOBILE-PENSACOLA	7,800	7,570	97
MONTGOMERY	M	B MONTGOMERY	82,200	81,030	99
MORGAN	M	C HUNTSVILLE-DECATUR	38,200	37,740	99
PERRY		D MONTGOMERY	5,000	4,770	95
PICKENS		D COLUMBUS-TUPELO-WEST POINT	7,200	7,050	98
PIKE		D MONTGOMERY	10,500	10,260	98
RANDOLPH		D COLUMBUS, GA	7,400	7,230	98
RUSSELL	M	B COLUMBUS, GA	18,400	18,030	98
SAINT CLAIR	M	B BIRMINGHAM,ANNISTON	17,400	17,150	99
SHELBY	M	B BIRMINGHAM,ANNISTON	30,800	30,500	99
SUMTER	M	D MERIDIAN	5,400	5,240	97
TALLADEGA		C BIRMINGHAM,ANNISTON	27,100	26,680	98
TALLAPOOSA		D MONTGOMERY	14,900	14,630	98
TUSCALOOSA		C TUSCALOOSA	54,100	52,860	98
WALKER	M	B BIRMINGHAM,ANNISTON	26,500	26,100	98
WASHINGTON		D MOBILE-PENSACOLA	5,700	5,480	96
WILCOX		D MONTGOMERY	4,600	4,400	96
WINSTON		D BIRMINGHAM,ANNISTON	9,100	8,950	98
		STATE TOTAL	1,539,500	1,513,450	
ALASKA#					
ANCHORAGE	M	B ANCHORAGE	85,800	82,890	97
FAIRBANKS		C FAIRBANKS	25,300	24,350	96
KENAI-PENSLA		D ANCHORAGE	15,700	14,230	91
MATANKA-SUSTN		D ANCHORAGE	14,300	13,060	91
SE FAIRBANKS		D FAIRBANKS	2,100	1,860	89
		STATE TOTAL	143,200	136,390	

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARIZONA					
COCHISE		C TUCSON(NOGALES)	37,100	35,750	96
COCONINO		C PHOENIX	30,300	28,110	93
GILA		D PHOENIX	15,300	14,840	97
GRAHAM		D PHOENIX	7,600	7,220	95
GREENLEE		D PHOENIX	3,300	3,200	97
LA PAZ		D YUMA-EL CENTRO	6,100	5,900	97
MARICOPA	M	A PHOENIX	805,600	788,280	98
MOHAVE		C PHOENIX	34,300	33,420	97
NAVAJO		C PHOENIX	22,300	20,000	90
PIMA	M	B TUCSON(NOGALES)	260,400	253,500	97
PINAL		C PHOENIX	35,300	34,380	97
SANTA CRUZ		D TUCSON(NOGALES)	8,800	8,480	96
YAVAPAI		C PHOENIX	41,800	40,160	96
YUMA		C YUMA-EL CENTRO	33,100	32,010	97
APACHE-N		C ALBUQUERQUE-SANTA FE	11,700	9,750	83
APACHE-S		C PHOENIX	4,400	3,670	83
		STATE TOTAL	1,357,400	1,318,670	
ARKANSAS					
ARKANSAS		D LITTLE ROCK-PINE BLUFF	8,600	8,420	98
ASHLEY		D MONROE-EL DORADO	9,400	9,120	97
BAXTER		D SPRINGFIELD, MO	13,800	13,510	98
BENTON		B JOPLIN-PITTSBURG	36,600	35,750	98
BOONE		D SPRINGFIELD, MO	11,600	11,260	97
BRADLEY		D LITTLE ROCK-PINE BLUFF	5,100	4,990	98
CALHOUN		D LITTLE ROCK-PINE BLUFF	2,200	2,130	97
CARROLL		D SPRINGFIELD, MO	8,000	7,610	95
CHICOT		D GREENWOOD-GREENVILLE	5,700	5,510	97
CLARK		D LITTLE ROCK-PINE BLUFF	8,200	8,020	98
CLAY		D JONESBORO	7,700	7,550	98
CLEBURNE		D LITTLE ROCK-PINE BLUFF	8,200	7,860	96
CLEVELAND		D LITTLE ROCK-PINE BLUFF	3,000	2,950	98
COLUMBIA		D SHREVEPORT	9,700	9,350	96
CONWAY		D LITTLE ROCK-PINE BLUFF	7,100	7,010	99
CRAIGHEAD	M	C JONESBORO	24,300	23,860	98
CRAWFORD	M	B FT. SMITH	15,600	15,250	98
CRITTENDEN	M	B MEMPHIS	16,900	16,520	98
CROSS		D MEMPHIS	6,800	6,640	98
DALLAS		D LITTLE ROCK-PINE BLUFF	4,000	3,960	99
DESHA		D LITTLE ROCK-PINE BLUFF	6,600	6,440	98
DREW		D LITTLE ROCK-PINE BLUFF	6,500	6,330	97
FAULKNER	M	C LITTLE ROCK-PINE BLUFF	20,100	19,820	99
FRANKLIN		D FT. SMITH	6,100	5,910	97
FULTON		D SPRINGFIELD, MO	4,500	4,300	96
GARLAND		C LITTLE ROCK-PINE BLUFF	32,500	31,750	98
GRANT		D LITTLE ROCK-PINE BLUFF	5,200	5,070	98
GREENE	M	D JONESBORO	12,500	12,320	99
HEMPSTEAD		D SHREVEPORT	8,600	8,420	98
HOT SPRING		D LITTLE ROCK-PINE BLUFF	10,700	10,470	98
HOWARD		D SHREVEPORT	5,100	4,960	97
INDEPENDENCE		D LITTLE ROCK-PINE BLUFF	12,200	11,700	96
IZARD		D SPRINGFIELD, MO	4,500	4,390	98
JACKSON		D LITTLE ROCK-PINE BLUFF	7,600	7,450	98
JEFFERSON	M	C LITTLE ROCK-PINE BLUFF	30,900	30,280	98
JOHNSON		D LITTLE ROCK-PINE BLUFF	7,300	7,160	98
LAFAYETTE		D SHREVEPORT	3,600	3,500	97
LAWRENCE		D JONESBORO	7,200	6,930	96
LEE		D MEMPHIS	5,000	4,820	96
LINCOLN		D LITTLE ROCK-PINE BLUFF	3,600	3,460	96
LITTLE RIVER	M	C SHREVEPORT	5,100	4,980	98
LOGAN		D FT. SMITH	7,800	7,610	98
LONOKE	M	D LITTLE ROCK-PINE BLUFF	14,000	13,780	98
MADISON		D FT. SMITH	4,700	4,230	90
MARION		D SPRINGFIELD, MO	5,200	5,130	99
MILLER	M	C SHREVEPORT	14,300	13,940	97
MISSISSIPPI		C MEMPHIS	19,600	19,130	98
MONROE		D LITTLE ROCK-PINE BLUFF	4,400	4,230	96
MONTGOMERY		D LITTLE ROCK-PINE BLUFF	3,500	3,440	98
NEVADA		D LITTLE ROCK-PINE BLUFF	3,800	3,680	97
NEWTON		D SPRINGFIELD, MO	3,100	2,970	96
OUACHITA		D LITTLE ROCK-PINE BLUFF	12,800	12,530	98
PERRY		D LITTLE ROCK-PINE BLUFF	2,900	2,800	97
PHILLIPS		D MEMPHIS	10,900	10,550	97
PIKE		D LITTLE ROCK-PINE BLUFF	4,100	4,000	98
POINSETT		D MEMPHIS	9,300	9,120	98
POLK		D LITTLE ROCK-PINE BLUFF	6,600	6,200	94
POPE		D LITTLE ROCK-PINE BLUFF	16,900	16,480	98

M Metro county of DMA market
NM Metro county of non-DMA market
ANCHORAGE AND FAIRBANKS DMA COUNTIES ONLY

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARKANSAS (CONT'D)					
PRAIRIE	D	LITTLE ROCK-PINE BLUFF	3,800	3,720	98
PULASKI	M B	LITTLE ROCK-PINE BLUFF	136,700	134,640	98
RANDOLPH	D	JONESBORO	6,600	6,390	97
ST FRANCIS	D	MEMPHIS	9,900	9,630	97
SALINE	M B	LITTLE ROCK-PINE BLUFF	20,500	20,210	99
SCOTT	D	FT. SMITH	4,100	4,000	98
SEARCY	D	LITTLE ROCK-PINE BLUFF	3,600	3,430	95
SEBASTIAN	M B	FT. SMITH	40,200	39,500	98
SEVIER	D	SHREVEPORT	5,500	5,400	98
SHARP	D	JONESBORO	6,500	6,260	96
STONE	D	LITTLE ROCK-PINE BLUFF	3,700	3,510	95
UNION	M C	MONROE-EL DORADO	18,600	18,350	99
VAN BUREN	D	LITTLE ROCK-PINE BLUFF	6,300	6,210	99
WASHINGTON	B	FT. SMITH	41,500	40,360	97
WHITE	C	LITTLE ROCK-PINE BLUFF	19,600	19,320	99
WOODRUFF	D	LITTLE ROCK-PINE BLUFF	3,700	3,590	97
YELL	D	LITTLE ROCK-PINE BLUFF	7,000	6,890	98
		STATE TOTAL	899,600	879,020	
CALIFORNIA					
ALAMEDA	M A	SAN FRANCISCO-OAKLAND	487,700	471,310	97
ALPINE	D	RENO	400	360	90
AMADOR	D	SACRAMENTO-STOCKTON	10,700	10,360	97
BUTTE	M C	CHICO-REDDING	71,800	69,370	97
CALAVERAS	D	SACRAMENTO-STOCKTON	12,500	12,100	97
COLUSA	D	SACRAMENTO-STOCKTON	5,700	5,540	97
CONTRA COSTA	M A	SAN FRANCISCO-OAKLAND	284,900	279,290	98
DEL NORTE	D	EUREKA	7,600	7,270	96
EL DORADO-E	C	RENO	16,100	15,400	96
EL DORADO-W	M C	SACRAMENTO-STOCKTON	28,700	27,720	97
FRESNO	M B	FRESNO-VISALIA	218,600	214,010	98
GLENN	M D	CHICO-REDDING	8,700	8,420	97
HUMBOLDT	M C	EUREKA	46,200	44,040	95
IMPERIAL	C	YUMA-EL CENTRO	33,400	32,240	97
INYO	D	LOS ANGELES	7,700	7,410	96
KERN-E	B	LOS ANGELES	23,800	23,170	97
KERN-W	B	BAKERSFIELD	161,700	158,060	98
KINGS	C	FRESNO-VISALIA	28,400	27,760	98
LAKE	D	SAN FRANCISCO-OAKLAND	22,900	22,280	97
LASSEN	D	RENO	8,300	8,020	97
LOS ANGELES	M A	LOS ANGELES	3,156,500	3,082,950	98
MADERA	C	FRESNO-VISALIA	27,400	26,790	98
MARIN	M A	SAN FRANCISCO-OAKLAND	94,300	90,660	96
MARIPOSA	D	FRESNO-VISALIA	5,700	5,260	92
MENDOCINO	C	SAN FRANCISCO-OAKLAND	30,400	27,070	89
MERCED	C	FRESNO-VISALIA	57,900	56,720	98
MODOC	D	MEDFORD-KLAMATH FALLS	3,600	3,390	94
MONO	D	RENO	4,000	3,830	96
MONTEREY	M B	MONTEREY-SALINAS	115,600	111,950	97
NAPA	A	SAN FRANCISCO-OAKLAND	41,900	40,570	97
NEVADA	C	SACRAMENTO-STOCKTON	30,100	28,660	95
ORANGE	M A	LOS ANGELES	804,000	791,860	98
PLACER	M B	SACRAMENTO-STOCKTON	57,900	56,550	98
PLUMAS	D	SACRAMENTO-STOCKTON	8,300	7,900	95
RIVERSIDE-E	M A	PALM SPRINGS	101,900	99,350	97
RIVERSIDE-W	A	LOS ANGELES	254,500	248,320	98
SACRAMENTO	M B	SACRAMENTO-STOCKTON	385,600	377,730	98
SAN BENITO	D	MONTEREY-SALINAS	11,300	11,000	97
SAN BERNARDNO	A	LOS ANGELES	448,800	437,890	98
SAN DIEGO	M A	SAN DIEGO	860,200	838,270	97
SAN FRANCISCO	M A	SAN FRANCISCO-OAKLAND	336,800	317,330	94
SAN JOAQUIN	M B	SACRAMENTO-STOCKTON	158,000	154,410	98
SAN LUIS OBPO	B	SANTABARBRA-SANMAR-SANLUOB	77,600	74,980	97
SAN MATEO	M A	SAN FRANCISCO-OAKLAND	243,700	237,830	98
SANTA BARBARA	B	SANTABARBRA-SANMAR-SANLUOB	132,900	128,140	96
SANTA CLARA	A	SAN FRANCISCO-OAKLAND	507,600	494,100	97
SANTA CRUZ	M B	MONTEREY-SALINAS	87,200	82,410	95
SHASTA	M C	CHICO-REDDING	52,300	50,890	97
SIERRA	D	SACRAMENTO-STOCKTON	1,500	1,400	93
SISKIYOU	D	MEDFORD-KLAMATH FALLS	17,400	16,720	96
SOLANO-E	A	SACRAMENTO-STOCKTON	57,800	56,760	98
SOLANO-W	A	SAN FRANCISCO-OAKLAND	49,200	48,210	98
SONOMA	A	SAN FRANCISCO-OAKLAND	144,200	138,320	96
STANISLAUS	B	SACRAMENTO-STOCKTON	118,700	115,850	98
SUTTER	C	SACRAMENTO-STOCKTON	22,700	22,320	98
TEHAMA	M D	CHICO-REDDING	18,300	17,900	98
TRINITY	D	CHICO-REDDING	5,600	5,340	95

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
CALIFORNIA (CONT'D)					
TULARE	B	FRESNO-VISALIA	99,200	97,280	98
TUOLUMNE	D	SACRAMENTO-STOCKTON	17,000	16,590	98
VENTURA	A	LOS ANGELES	212,100	208,600	98
YOLO	M B	SACRAMENTO-STOCKTON	49,100	47,540	97
YUBA	C	SACRAMENTO-STOCKTON	20,600	20,010	97
		STATE TOTAL	10,415,200	10,143,780	
COLORADO					
ADAMS	M A	DENVER	106,200	104,880	99
ALAMOSA	D	DENVER	4,500	4,330	96
ARAPAHOE	M A	DENVER	160,000	158,670	99
ARCHULETA	D	ALBUQUERQUE-SANTA FE	2,000	1,910	96
BACA	D	COLORADO SPRINGS-PUEBLO	1,900	1,840	97
BENT	D	COLORADO SPRINGS-PUEBLO	2,000	1,950	98
BOULDER	M A	DENVER	87,300	84,100	96
CHAFFEE	D	DENVER	5,100	4,960	97
CHEYENNE	D	COLORADO SPRINGS-PUEBLO	1,000	970	97
CLEAR CREEK	D	DENVER	2,900	2,830	98
CONEJOS	D	ALBUQUERQUE-SANTA FE	2,700	2,640	98
COSTILLA	D	COLORADO SPRINGS-PUEBLO	1,200	1,060	88
CROWLEY	D	COLORADO SPRINGS-PUEBLO	1,200	1,170	98
CUSTER	D	COLORADO SPRINGS-PUEBLO	600	540	90
DELTA	D	GRAND JUNCTION-MONTROSE	9,200	8,940	97
DENVER	M A	DENVER	234,800	228,600	97
DOLORES	D	SALT LAKE CITY	600	560	93
DOUGLAS	M A	DENVER	13,400	13,150	98
EAGLE	D	DENVER	7,500	7,190	96
ELBERT	D	DENVER	3,100	3,030	98
EL PASO	M B	COLORADO SPRINGS-PUEBLO	147,800	144,470	98
FREMONT	D	COLORADO SPRINGS-PUEBLO	12,400	11,970	97
GARFIELD	D	DENVER	10,400	10,070	97
GILPIN	M A	DENVER	1,300	1,280	98
GRAND	D	DENVER	3,800	3,520	93
GUNNISON	D	DENVER	4,100	3,960	97
HINSDALE	D	DENVER	200	200	100
HUERFANO	D	COLORADO SPRINGS-PUEBLO	2,800	2,750	98
JACKSON	D	DENVER	700	690	99
JEFFERSON	M A	DENVER	168,600	166,460	99
KIOWA	D	COLORADO SPRINGS-PUEBLO	700	660	94
KIT CARSON	D	DENVER	2,900	2,860	99
LAKE	D	DENVER	2,500	2,280	91
LA PLATA	D	ALBUQUERQUE-SANTA FE	12,100	11,550	95
LARIMER	C	DENVER	72,100	70,620	98
LAS ANIMAS	D	COLORADO SPRINGS-PUEBLO	5,500	5,350	97
LINCOLN	D	DENVER	1,800	1,750	97
LOGAN	D	DENVER	7,500	7,380	98
MESA	M C	GRAND JUNCTION-MONTROSE	33,700	32,780	97
MINERAL	D	DENVER	300	290	97
MOFFAT	D	DENVER	5,100	4,900	96
MONTEZUMA	D	ALBUQUERQUE-SANTA FE	6,900	6,520	94
MONTROSE	D	GRAND JUNCTION-MONTROSE	9,200	9,030	98
MORGAN	D	DENVER	8,300	8,160	98
OTERO	D	COLORADO SPRINGS-PUEBLO	8,100	7,960	98
OURAY	D	GRAND JUNCTION-MONTROSE	700	670	96
PARK	D	DENVER	2,900	2,700	93
PHILLIPS	D	DENVER	1,800	1,790	99
PITKIN	D	DENVER	5,100	4,850	95
PROWERS	D	COLORADO SPRINGS-PUEBLO	5,500	5,400	98
PUEBLO	M C	COLORADO SPRINGS-PUEBLO	49,400	48,610	98
RIO BLANCO	D	DENVER	2,300	2,270	99
RIO GRANDE	D	ALBUQUERQUE-SANTA FE	3,900	3,830	98
ROUTT	D	DENVER	5,700	5,430	95
SAGUACHE	D	ALBUQUERQUE-SANTA FE	1,400	1,320	94
SAN JUAN	D	DENVER	400	390	98
SAN MIGUEL	D	GRAND JUNCTION-MONTROSE	1,400	1,240	89
SEDGWICK	D	DENVER	1,400	1,380	99
SUMMIT	D	DENVER	5,100	4,840	95
TELLER	M B	COLORADO SPRINGS-PUEBLO	4,700	4,580	97
WASHINGTON	D	DENVER	1,900	1,870	98
WELD	C	DENVER	51,700	51,040	99
YUMA	D	DENVER	3,800	3,720	98
		STATE TOTAL	1,325,100	1,296,710	
CONNECTICUT					
FAIRFIELD	B	NEW YORK	302,800	299,500	99
HARTFORD	M B	HARTFORD & NEW HAVEN	318,500	314,490	99
LITCHFIELD	B	HARTFORD & NEW HAVEN	62,900	61,790	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
CONNECTICUT (CONT'D)					
MIDDLESEX	C	HARTFORD & NEW HAVEN	53,000	52,010	98
NEW HAVEN	M B	HARTFORD & NEW HAVEN	293,200	289,270	99
NEW LONDON	B	HARTFORD & NEW HAVEN	90,700	89,220	98
TOLLAND	B	HARTFORD & NEW HAVEN	42,300	41,740	99
WINDHAM	C	HARTFORD & NEW HAVEN	36,300	35,790	99
		STATE TOTAL	1,199,700	1,183,810	
DELAWARE					
KENT	C	PHILADELPHIA	38,100	37,580	99
NEW CASTLE	A	PHILADELPHIA	153,200	151,300	99
SUSSEX	C	SALISBURY	43,000	42,340	98
		STATE TOTAL	234,300	231,220	
DIST. OF COL.					
DIS OF COL	M A	WASHINGTON, DC	253,800	248,010	98
		STATE TOTAL	253,800	248,010	
FLORIDA					
ALACHUA	M B	GAINESVILLE	71,100	68,700	97
BAKER	B	JACKSONVILLE	5,600	5,540	99
BAY	M C	PANAMA CITY	50,900	50,110	98
BRADFORD	D	JACKSONVILLE	7,900	7,720	98
BREVARD	M B	ORLANDO-DAYTONA BCH-MELBRN	157,000	155,020	99
BROWARD	A	MIAMI-FT. LAUDERDALE	525,400	519,940	99
CALHOUN	D	PANAMA CITY	3,500	3,400	97
CHARLOTTE	C	FT. MYERS-NAPLES	42,300	41,920	99
CITRUS	C	TAMPA-ST. PETE,SARASOTA	38,600	37,750	98
CLAY	M B	JACKSONVILLE	34,000	33,620	99
COLLIER	C	FT. MYERS-NAPLES	55,600	54,490	98
COLUMBIA	D	JACKSONVILLE	15,500	15,160	98
DADE	M A	MIAMI-FT. LAUDERDALE	710,400	696,260	98
DE SOTO	D	TAMPA-ST. PETE,SARASOTA	8,200	8,060	98
DIXIE	M D	GAINESVILLE	3,400	3,240	95
DUVAL	M B	JACKSONVILLE	265,600	261,750	99
ESCAMBIA	M B	MOBILE-PENSACOLA	106,600	104,630	98
FLAGLER	D	ORLANDO-DAYTONA BCH-MELBRN	8,800	8,580	98
FRANKLIN	D	PANAMA CITY	3,100	2,990	96
GADSDEN	M C	TALLAHASSEE-THOMASVILLE	14,800	14,450	98
GILCHRIST	M D	GAINESVILLE	2,500	2,440	98
GLADES	D	FT. MYERS-NAPLES	2,800	2,690	96
GULF	D	PANAMA CITY	4,000	3,930	98
HAMILTON	D	TALLAHASSEE-THOMASVILLE	3,200	3,090	97
HARDEE	D	TAMPA-ST. PETE,SARASOTA	7,500	7,380	98
HENDRY	D	FT. MYERS-NAPLES	8,300	8,170	98
HERNANDO	M C	TAMPA-ST. PETE,SARASOTA	35,100	34,430	98
HIGHLANDS	C	TAMPA-ST. PETE,SARASOTA	27,400	27,020	99
HILLSBOROUGH	M A	TAMPA-ST. PETE,SARASOTA	323,100	318,320	99
HOLMES	D	DOTHAN	6,300	6,170	98
INDIAN RIVER	C	WEST PALM BEACH-FT. PIERCE	36,100	35,470	98
JACKSON	D	DOTHAN	15,200	14,860	98
JEFFERSON	D	TALLAHASSEE-THOMASVILLE	4,100	4,020	98
LAFAYETTE	D	TALLAHASSEE-THOMASVILLE	1,500	1,440	96
LAKE	C	ORLANDO-DAYTONA BCH-MELBRN	60,500	59,730	99
LEE	B	FT. MYERS-NAPLES	130,100	128,710	99
LEON	M B	TALLAHASSEE-THOMASVILLE	70,100	68,270	97
LEVY	M D	GAINESVILLE	9,700	9,370	97
LIBERTY	D	PANAMA CITY	1,600	1,550	97
MADISON	D	TALLAHASSEE-THOMASVILLE	5,300	5,160	97
MANATEE	C	TAMPA-ST. PETE,SARASOTA	81,500	80,420	99
MARION	C	ORLANDO-DAYTONA BCH-MELBRN	72,800	71,250	98
MARTIN	M C	WEST PALM BEACH-FT. PIERCE	39,400	38,770	98
MONROE	C	MIAMI-FT. LAUDERDALE	34,400	33,230	97
NASSAU	M B	JACKSONVILLE	15,800	15,570	99
OKALOOSA	C	MOBILE-PENSACOLA	56,500	55,510	98
OKEECHOBEE	D	WEST PALM BEACH-FT. PIERCE	10,800	10,440	97
ORANGE	M B	ORLANDO-DAYTONA BCH-MELBRN	243,000	238,720	98
OSCEOLA	M B	ORLANDO-DAYTONA BCH-MELBRN	36,900	36,460	99
PALM BEACH	M B	WEST PALM BEACH-FT. PIERCE	357,600	352,380	99
PASCO	M A	TAMPA-ST. PETE,SARASOTA	115,900	114,430	99
PINELLAS	M A	TAMPA-ST. PETE,SARASOTA	386,700	382,490	99
POLK	B	TAMPA-ST. PETE,SARASOTA	149,800	147,450	98
PUTNAM	C	JACKSONVILLE	23,900	23,420	98
ST JOHNS	M B	JACKSONVILLE	31,500	31,000	98
ST LUCIE	M C	WEST PALM BEACH-FT. PIERCE	52,500	51,590	98

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
FLORIDA (CONT'D)					
SANTA ROSA	M B	MOBILE-PENSACOLA	25,200	24,720	98
SARASOTA	B	TAMPA-ST. PETE,SARASOTA	119,400	117,650	99
SEMINOLE	M B	ORLANDO-DAYTONA BCH-MELBRN	98,400	97,080	99
SUMTER	D	ORLANDO-DAYTONA BCH-MELBRN	11,800	11,590	98
SUWANNEE	D	JACKSONVILLE	9,900	9,550	96
TAYLOR	D	TALLAHASSEE-THOMASVILLE	6,900	6,700	97
UNION	D	JACKSONVILLE	2,400	2,330	97
VOLUSIA	M B	ORLANDO-DAYTONA BCH-MELBRN	147,300	145,280	99
WAKULLA	M B	TALLAHASSEE-THOMASVILLE	5,100	4,990	98
WALTON	D	PANAMA CITY	11,300	11,000	97
WASHINGTON	D	PANAMA CITY	6,300	6,150	98
		STATE TOTAL	5,035,700	4,955,720	
GEORGIA					
APPLING	D	SAVANNAH	5,700	5,530	97
ATKINSON	D	ALBANY, GA	2,100	2,030	97
BACON	D	SAVANNAH	3,500	3,410	97
BAKER	D	ALBANY, GA	1,200	1,170	98
BALDWIN	D	MACON	12,200	12,010	98
BANKS	D	ATLANTA	3,800	3,700	97
BARROW	M D	ATLANTA	9,900	9,790	99
BARTOW	C	ATLANTA	17,300	17,110	99
BEN HILL	D	ALBANY, GA	6,600	6,420	97
BERRIEN	D	ALBANY, GA	5,200	5,100	98
BIBB	M B	MACON	57,300	56,370	98
BLECKLEY	M D	MACON	3,700	3,650	99
BRANTLEY	D	JACKSONVILLE	3,900	3,690	95
BROOKS	D	TALLAHASSEE-THOMASVILLE	5,200	5,140	99
BRYAN	B	SAVANNAH	4,800	4,720	98
BULLOCH	D	SAVANNAH	12,500	12,240	98
BURKE	D	AUGUSTA	7,100	6,910	97
BUTTS	M A	ATLANTA	4,900	4,740	97
CALHOUN	D	ALBANY, GA	1,500	1,450	97
CAMDEN	D	JACKSONVILLE	6,400	6,330	99
CANDLER	D	SAVANNAH	2,700	2,650	98
CARROLL	C	ATLANTA	23,600	23,260	99
CATOOSA	M B	CHATTANOOGA	14,700	14,540	99
CHARLTON	D	JACKSONVILLE	2,800	2,750	98
CHATHAM	M B	SAVANNAH	81,200	79,970	98
CHATTAHOOCHEE	M B	COLUMBUS, GA	3,600	3,590	100
CHATTOOGA	D	ATLANTA	7,900	7,800	99
CHEROKEE	M A	ATLANTA	27,100	26,780	99
CLARKE	C	ATLANTA	30,400	30,180	97
CLAY	D	COLUMBUS, GA	1,200	1,160	97
CLAYTON	M A	ATLANTA	64,200	63,760	99
CLINCH	D	JACKSONVILLE	2,400	2,350	98
COBB	M A	ATLANTA	161,700	160,050	99
COFFEE	D	ALBANY, GA	10,700	10,490	98
COLQUITT	M D	ALBANY, GA	13,500	13,310	99
COLUMBIA	M B	AUGUSTA	21,600	21,370	99
COOK	D	ALBANY, GA	5,000	4,940	99
COWETA	M D	ATLANTA	17,300	17,020	98
CRAWFORD	M D	MACON	2,600	2,530	97
CRISP	D	ALBANY, GA	7,300	7,180	98
DADE	M B	CHATTANOOGA	4,300	4,220	98
DAWSON	D	ATLANTA	2,600	2,550	98
DECATUR	D	TALLAHASSEE-THOMASVILLE	9,200	9,070	99
DE KALB	M A	ATLANTA	209,200	207,110	99
DODGE	D	MACON	6,000	5,920	99
DOOLY	D	MACON	3,700	3,610	98
DOUGHERTY	M C	ALBANY, GA	35,100	34,570	98
DOUGLAS	M A	ATLANTA	24,800	24,560	99
EARLY	D	DOTHAN	4,700	4,600	98
ECHOLS	D	TALLAHASSEE-THOMASVILLE	800	780	98
EFFINGHAM	M B	SAVANNAH	8,300	8,130	98
ELBERT	D	GREENVILLE-SPART-ASHEVILLE	7,100	7,010	99
EMANUEL	D	AUGUSTA	7,700	7,550	98
EVANS	D	SAVANNAH	3,000	2,950	98
FANNIN	D	CHATTANOOGA	6,300	6,140	97
FAYETTE	M A	ATLANTA	18,300	18,020	98
FLOYD	C	ATLANTA	30,300	29,900	99
FORSYTH	M A	ATLANTA	14,700	14,500	99
FRANKLIN	D	GREENVILLE-SPART-ASHEVILLE	6,300	6,220	99
FULTON	M A	ATLANTA	260,300	256,600	99
GILMER	D	ATLANTA	4,700	4,600	98
GLASCOCK	D	AUGUSTA	800	780	98
GLYNN	C	JACKSONVILLE	23,600	23,080	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
GEORGIA (CONT'D)				
GORDON	D ATLANTA	12,200	12,070	99
GRADY	D TALLAHASSEE-THOMASVILLE	7,900	7,760	98
GREENE	D ATLANTA	4,100	4,030	98
GWINNETT	M A ATLANTA	110,600	109,440	99
HABERSHAM	D ATLANTA	10,000	9,670	97
HALL	C ATLANTA	33,300	32,740	98
HANCOCK	D AUGUSTA	3,000	2,930	98
HARALSON	D ATLANTA	7,700	7,610	99
HARRIS	D COLUMBUS, GA	6,700	6,540	98
HART	D GREENVILLE-SPART-ASHEVILLE	7,000	6,970	100
HEARD	D ATLANTA	2,600	2,470	95
HENRY	M A ATLANTA	17,700	17,240	97
HOUSTON	M B MACON	31,600	31,250	99
IRWIN	D ALBANY, GA	3,400	3,350	99
JACKSON	C ATLANTA	10,400	10,230	98
JASPER	D ATLANTA	3,000	2,940	98
JEFF DAVIS	D SAVANNAH	4,500	4,370	97
JEFFERSON	D AUGUSTA	6,700	6,510	97
JENKINS	D AUGUSTA	2,900	2,840	98
JOHNSON	D AUGUSTA	3,200	3,130	98
JONES	M B MACON	7,000	6,910	99
LAMAR	D ATLANTA	4,600	4,490	98
LANIER	D ALBANY, GA	2,000	1,960	98
LAURENS	D MACON	14,000	13,640	97
LEE	M C ALBANY, GA	5,300	5,200	98
LIBERTY	D SAVANNAH	13,200	12,910	98
LINCOLN	D AUGUSTA	2,300	2,250	98
LONG	D SAVANNAH	1,800	1,740	97
LOWNDES	C TALLAHASSEE-THOMASVILLE	26,400	25,930	96
LUMPKIN	D ATLANTA	4,200	4,100	98
MC DUFFIE	M D AUGUSTA	7,700	7,560	98
MC INTOSH	D SAVANNAH	3,000	2,940	98
MACON	D COLUMBUS, GA	5,100	4,980	98
MADISON	C GREENVILLE-SPART-ASHEVILLE	7,600	7,510	99
MARION	D COLUMBUS, GA	1,800	1,750	97
MERIWETHER	D ATLANTA	7,200	7,060	98
MILLER	D ALBANY, GA	2,700	2,640	98
MITCHELL	D ALBANY, GA	7,000	6,860	98
MONROE	D ATLANTA	5,800	5,710	98
MONTGOMERY	D SAVANNAH	2,300	2,210	96
MORGAN	' ATLANTA	4,200	4,100	98
MURRAY	D CHATTANOOGA	8,700	8,590	99
MUSCOGEE	M B COLUMBUS, GA	67,800	66,930	99
NEWTON	M A ATLANTA	14,400	14,100	98
OCONEE	C ATLANTA	5,600	5,510	98
OGLETHORPE	D ATLANTA	3,600	3,500	97
PAULDING	M A ATLANTA	12,400	12,180	98
PEACH	M D MACON	7,700	7,580	98
PICKENS	D ATLANTA	5,200	5,140	99
PIERCE	D SAVANNAH	4,600	4,510	98
PIKE	D ATLANTA	3,400	3,330	98
POLK	D ATLANTA	12,400	12,220	99
PULASKI	D MACON	3,200	3,140	98
PUTNAM	D ATLANTA	4,600	4,500	98
QUITMAN	D COLUMBUS, GA	800	780	98
RABUN	D ATLANTA	4,300	4,120	96
RANDOLPH	D COLUMBUS, GA	3,300	3,220	98
RICHMOND	M B AUGUSTA	69,800	68,660	98
ROCKDALE	M A ATLANTA	17,600	17,210	98
SCHLEY	D COLUMBUS, GA	1,100	1,070	97
SCREVEN	D AUGUSTA	5,800	5,700	98
SEMINOLE	D DOTHAN	3,400	3,340	98
SPALDING	M C ATLANTA	19,100	18,920	99
STEPHENS	D GREENVILLE-SPART-ASHEVILLE	8,400	8,320	99
STEWART	D COLUMBUS, GA	1,900	1,850	97
SUMTER	D COLUMBUS, GA	10,400	10,210	98
TALBOT	D COLUMBUS, GA	2,100	2,050	98
TALIAFERRO	D AUGUSTA	900	880	98
TATTNALL	D SAVANNAH	6,300	6,190	98
TAYLOR	D COLUMBUS, GA	2,800	2,720	97
TELFAIR	D MACON	4,000	3,910	98
TERRELL	D COLUMBUS, GA	4,000	3,910	98
THOMAS	M D TALLAHASSEE-THOMASVILLE	13,500	13,220	98
TIFT	M D ALBANY, GA	12,200	11,950	98
TOOMBS	D SAVANNAH	9,200	8,950	97
TOWNS	D ATLANTA	2,700	2,660	99
TREUTLEN	D SAVANNAH	2,100	2,050	98
TROUP	C ATLANTA	20,300	19,890	98
TURNER	D ALBANY, GA	3,200	3,160	99
TWIGGS	M B MACON	3,600	3,520	98
UNION	D ATLANTA	4,300	4,240	99
UPSON	D ATLANTA	10,000	9,850	99
WALKER	M B CHATTANOOGA	20,600	20,180	98
WALTON	M A ATLANTA	12,300	12,140	99
WARE	D JACKSONVILLE	13,400	13,140	98
WARREN	D AUGUSTA	2,000	1,960	98
WASHINGTON	D AUGUSTA	6,600	6,460	98
WAYNE	D SAVANNAH	7,400	7,280	98
WEBSTER	D COLUMBUS, GA	800	780	98
WHEELER	D MACON	2,000	1,940	97
WHITE	D ATLANTA	4,600	4,400	96
WHITFIELD	C CHATTANOOGA	26,000	25,710	99
WILCOX	D MACON	2,700	2,670	99
WILKES	D AUGUSTA	4,000	3,880	97
WILKINSON	M D MACON	3,800	3,690	97
WORTH	M D ALBANY, GA	6,700	6,540	98
	STATE TOTAL	2,307,400	2,271,950	
HAWAII				
HAWAII	C HONOLULU	38,100	36,540	96
HONOLULU	M B HONOLULU	267,200	260,600	98
KAUAI	D HONOLULU	15,400	14,650	95
MAUI	C HONOLULU	31,100	30,020	97
	STATE TOTAL	351,800	341,810	
IDAHO				
ADA	M B BOISE	79,200	77,580	98
ADAMS	D BOISE	1,200	1,070	89
BANNOCK	M C IDAHO FALLS-POCATELLO	24,800	24,370	98
BEAR LAKE	D SALT LAKE CITY	2,400	2,250	94
BENEWAH	D SPOKANE	3,300	3,140	95
BINGHAM	M D IDAHO FALLS-POCATELLO	12,000	11,770	98
BLAINE	D BOISE	5,700	5,510	97
BOISE	D BOISE	1,600	1,490	93
BONNER	D SPOKANE	10,700	10,070	94
BONNEVILLE	M C IDAHO FALLS-POCATELLO	24,100	23,570	98
BOUNDARY	D SPOKANE	2,700	2,430	90
BUTTE	D IDAHO FALLS-POCATELLO	1,000	990	99
CAMAS	D BOISE	300	290	97
CANYON	M C BOISE	32,000	31,130	97
CARIBOU	D SALT LAKE CITY	3,100	3,030	98
CASSIA	D IDAHO FALLS-POCATELLO	6,500	6,310	97
CLARK	D IDAHO FALLS-POCATELLO	300	290	97
CLEARWATER	D SPOKANE	3,400	3,160	93
CUSTER	D IDAHO FALLS-POCATELLO	2,100	1,990	95
ELMORE	D BOISE	7,000	6,810	97
FRANKLIN	D SALT LAKE CITY	2,900	2,840	98
FREMONT	D IDAHO FALLS-POCATELLO	3,700	3,610	98
GEM	D BOISE	4,400	4,200	95
GOODING	D TWIN FALLS	4,500	4,400	98
IDAHO	D SPOKANE	5,400	5,210	96
JEFFERSON	D IDAHO FALLS-POCATELLO	5,300	5,170	98
JEROME	D TWIN FALLS	5,700	5,600	98
KOOTENAI	C SPOKANE	27,100	26,540	98
LATAH	D SPOKANE	10,900	10,470	96
LEMHI	D IDAHO FALLS-POCATELLO	2,700	2,550	94
LEWIS	D SPOKANE	1,400	1,370	98
LINCOLN	D TWIN FALLS	1,200	1,150	96
MADISON	D IDAHO FALLS-POCATELLO	5,900	5,730	97
MINIDOKA	D IDAHO FALLS-POCATELLO	6,900	6,730	98
NEZ PERCE	D SPOKANE	13,100	12,770	97
ONEIDA	D SALT LAKE CITY	1,100	1,080	98
OWYHEE	D BOISE	2,900	2,790	96
PAYETTE	D BOISE	6,200	6,020	97
POWER	D IDAHO FALLS-POCATELLO	2,700	2,620	97
SHOSHONE	D SPOKANE	6,200	5,900	95
TETON	D IDAHO FALLS-POCATELLO	1,000	990	99
TWIN FALLS	C TWIN FALLS	20,100	19,540	97
VALLEY	D BOISE	2,400	2,260	94
WASHINGTON	D BOISE	3,100	2,950	95
	STATE TOTAL	370,200	359,740	
ILLINOIS				
ADAMS	M C QUINCY-HANNIBAL-KEOKUK	26,500	26,200	99

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

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COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ILLINOIS (CONT'D)				
ALEXANDER	D PADUCAH-C.GIRARDEAU-HARRBG	4,700	4,610	98
BOND	D ST. LOUIS	6,200	6,120	99
BOONE	M B ROCKFORD	11,100	10,930	98
BROWN	D QUINCY-HANNIBAL-KEOKUK	2,000	1,980	99
BUREAU	D DAVENPORT-R.ISLAND-MOLINE	14,500	14,330	99
CALHOUN	D ST. LOUIS	2,100	2,040	97
CARROLL	D DAVENPORT-R.ISLAND-MOLINE	7,000	6,910	99
CASS	D CHAMPAIGN&SPRNGFLD-DECATUR	5,500	5,410	98
CHAMPAIGN	M B CHAMPAIGN&SPRNGFLD-DECATUR	62,400	60,750	97
CHRISTIAN	D CHAMPAIGN&SPRNGFLD-DECATUR	14,300	14,140	99
CLARK	D TERRE HAUTE	6,700	6,640	99
CLAY	D TERRE HAUTE	6,100	5,980	98
CLINTON	M A ST. LOUIS	12,000	11,920	99
COLES	C CHAMPAIGN&SPRNGFLD-DECATUR	19,700	19,460	99
COOK	M A CHICAGO	1,954,200	1,920,000	98
CRAWFORD	D TERRE HAUTE	8,300	8,200	99
CUMBERLAND	D TERRE HAUTE	4,300	4,190	97
DE KALB	C CHICAGO	25,750	25,470	99
DE WITT	D CHAMPAIGN&SPRNGFLD-DECATUR	7,200	7,110	99
DOUGLAS	D CHAMPAIGN&SPRNGFLD-DECATUR	7,600	7,440	98
DU PAGE	M A CHICAGO	273,600	271,360	99
EDGAR	D TERRE HAUTE	8,300	8,140	98
EDWARDS	D EVANSVILLE	3,700	3,680	99
EFFINGHAM	D TERRE HAUTE	12,200	12,070	99
FAYETTE	D ST. LOUIS	8,400	8,100	96
FORD	D CHAMPAIGN&SPRNGFLD-DECATUR	5,800	5,760	99
FRANKLIN	C PADUCAH-C.GIRARDEAU-HARRBG	17,900	17,700	99
FULTON	C PEORIA-BLOOMINGTON	15,300	15,140	99
GALLATIN	D EVANSVILLE	3,000	2,960	99
GREENE	D ST. LOUIS	6,200	6,050	98
GRUNDY	D CHICAGO	12,600	12,470	99
HAMILTON	D PADUCAH-C.GIRARDEAU-HARRBG	3,900	3,820	98
HANCOCK	M D QUINCY-HANNIBAL-KEOKUK	9,200	9,090	99
HARDIN	D PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,080	99
HENDERSON	D DAVENPORT-R.ISLAND-MOLINE	3,500	3,500	100
HENRY	M B DAVENPORT-R.ISLAND-MOLINE	20,500	20,380	99
IROQUOIS	D CHICAGO	12,300	12,120	99
JACKSON	C PADUCAH-C.GIRARDEAU-HARRBG	23,900	23,400	98
JASPER	D TERRE HAUTE	4,300	4,260	99
JEFFERSON	D ST. LOUIS	16,100	15,850	98
JERSEY	D ST. LOUIS	7,300	7,250	99
JO DAVIESS	D DAVENPORT-R.ISLAND-MOLINE	9,100	9,010	99
JOHNSON	D PADUCAH-C.GIRARDEAU-HARRBG	3,700	3,580	97
KANE	M A CHICAGO	113,100	111,440	99
KANKAKEE	C CHICAGO	36,900	36,290	98
KENDALL	D CHICAGO	14,200	14,160	100
KNOX	C DAVENPORT-R.ISLAND-MOLINE	22,700	22,370	99
LAKE	M A CHICAGO	163,800	162,260	99
LA SALLE	C CHICAGO	43,000	42,510	99
LAWRENCE	D TERRE HAUTE	6,700	6,550	98
LEE	D ROCKFORD	12,900	12,720	99
LIVINGSTON	C CHICAGO	14,900	14,620	98
LOGAN	D CHAMPAIGN&SPRNGFLD-DECATUR	10,700	10,580	99
MCDONOUGH	D QUINCY-HANNIBAL-KEOKUK	12,700	12,540	99
MCHENRY	M A CHICAGO	59,800	59,230	99
MCLEAN	M C PEORIA-BLOOMINGTON	46,000	45,360	99
MACON	M C CHAMPAIGN&SPRNGFLD-DECATUR	48,600	48,050	99
MACOUPIN	C ST. LOUIS	20,000	19,870	99
MADISON	M A ST. LOUIS	95,600	93,910	98
MARION	C ST. LOUIS	17,800	17,400	98
MARSHALL	D PEORIA-BLOOMINGTON	5,100	5,030	99
MASON	D PEORIA-BLOOMINGTON	6,800	6,720	99
MASSAC	D PADUCAH-C.GIRARDEAU-HARRBG	6,300	6,210	99
MENARD	M B CHAMPAIGN&SPRNGFLD-DECATUR	4,800	4,770	99
MERCER	D DAVENPORT-R.ISLAND-MOLINE	7,000	6,940	99
MONROE	M A ST. LOUIS	7,900	7,800	99
MONTGOMERY	D ST. LOUIS	12,300	12,090	98
MORGAN	D CHAMPAIGN&SPRNGFLD-DECATUR	14,400	14,100	98
MOULTRIE	D CHAMPAIGN&SPRNGFLD-DECATUR	5,500	5,430	99
OGLE	C ROCKFORD	17,400	17,200	99
PEORIA	M B PEORIA-BLOOMINGTON	73,600	72,550	99
PERRY	D ST. LOUIS	9,000	8,780	98
PIATT	D CHAMPAIGN&SPRNGFLD-DECATUR	6,400	6,330	99
PIKE	D QUINCY-HANNIBAL-KEOKUK	7,400	7,270	98
POPE	D PADUCAH-C.GIRARDEAU-HARRBG	1,900	1,870	98
PULASKI	D PADUCAH-C.GIRARDEAU-HARRBG	3,500	3,420	98
PUTNAM	D PEORIA-BLOOMINGTON	2,300	2,260	98
RANDOLPH	D ST. LOUIS	12,800	12,610	99
RICHLAND	D TERRE HAUTE	7,000	6,850	98
ROCK ISLAND	M B DAVENPORT-R.ISLAND-MOLINE	61,500	60,890	99
ST CLAIR	M A ST. LOUIS	96,800	95,210	98
SALINE	D PADUCAH-C.GIRARDEAU-HARRBG	12,200	12,050	99
SANGAMON	M B CHAMPAIGN&SPRNGFLD-DECATUR	74,500	73,170	98
SCHUYLER	D QUINCY-HANNIBAL-KEOKUK	3,100	3,050	98
SCOTT	D QUINCY-HANNIBAL-KEOKUK	2,300	2,290	100
SHELBY	D CHAMPAIGN&SPRNGFLD-DECATUR	9,300	9,200	99
STARK	D PEORIA-BLOOMINGTON	2,800	2,770	99
STEPHENSON	C ROCKFORD	19,400	19,200	99
TAZEWELL	M B PEORIA-BLOOMINGTON	48,200	47,450	98
UNION	D PADUCAH-C.GIRARDEAU-HARRBG	7,700	7,460	97
VERMILION	M C CHAMPAIGN&SPRNGFLD-DECATUR	35,400	34,840	98
WABASH	D EVANSVILLE	5,500	5,420	99
WARREN	D DAVENPORT-R.ISLAND-MOLINE	8,000	7,910	99
WASHINGTON	D ST. LOUIS	5,900	5,720	97
WAYNE	D EVANSVILLE	7,600	7,370	97
WHITE	D EVANSVILLE	7,400	7,300	99
WHITESIDE	C DAVENPORT-R.ISLAND-MOLINE	23,800	23,600	99
WILL	M A CHICAGO	115,800	114,740	99
WILLIAMSON	C PADUCAH-C.GIRARDEAU-HARRBG	25,300	24,920	98
WINNEBAGO	M B ROCKFORD	96,000	94,730	99
WOODFORD	M B PEORIA-BLOOMINGTON	11,800	11,430	97
	STATE TOTAL	4,322,100	4,256,410	
INDIANA				
ADAMS	M B FT. WAYNE	10,500	10,210	97
ALLEN	M B FT. WAYNE	109,400	108,150	99
BARTHOLOMEW	C INDIANAPOLIS,LAFAYETTE	24,400	24,050	99
BENTON	D INDIANAPOLIS,LAFAYETTE	3,500	3,460	99
BLACKFORD	D INDIANAPOLIS,LAFAYETTE	5,600	5,520	99
BOONE	M B INDIANAPOLIS,LAFAYETTE	14,200	14,020	99
BROWN	D INDIANAPOLIS,LAFAYETTE	5,200	5,140	99
CARROLL	D INDIANAPOLIS,LAFAYETTE	7,100	6,880	97
CASS	C INDIANAPOLIS,LAFAYETTE	14,800	14,620	99
CLARK	M B LOUISVILLE	32,300	31,880	99
CLAY	M B TERRE HAUTE	9,500	9,330	98
CLINTON	D INDIANAPOLIS,LAFAYETTE	11,500	11,280	98
CRAWFORD	D LOUISVILLE	3,700	3,400	92
DAVIESS	D TERRE HAUTE	10,500	10,160	97
DEARBORN	M A CINCINNATI	13,500	13,230	98
DECATUR	D INDIANAPOLIS,LAFAYETTE	8,300	7,980	96
DE KALB	M B FT. WAYNE	12,100	11,920	99
DELAWARE	C INDIANAPOLIS,LAFAYETTE	43,400	42,780	99
DUBOIS	D EVANSVILLE	13,000	12,850	99
ELKHART	M C SOUTH BEND-ELKHART	54,500	53,080	97
FAYETTE	D CINCINNATI	9,900	9,560	97
FLOYD	M B LOUISVILLE	23,100	22,850	99
FOUNTAIN	D INDIANAPOLIS,LAFAYETTE	6,800	6,710	99
FRANKLIN	D CINCINNATI	6,500	6,390	98
FULTON	D SOUTH BEND-ELKHART	7,400	7,330	99
GIBSON	M B EVANSVILLE	13,000	12,800	98
GRANT	C INDIANAPOLIS,LAFAYETTE	27,700	27,140	98
GREENE	D TERRE HAUTE	12,300	12,070	98
HAMILTON	M B INDIANAPOLIS,LAFAYETTE	34,900	34,530	99
HANCOCK	M B INDIANAPOLIS,LAFAYETTE	16,500	16,180	98
HARRISON	M D LOUISVILLE	10,500	10,370	99
HENDRICKS	M B INDIANAPOLIS,LAFAYETTE	26,000	25,770	99
HENRY	C INDIANAPOLIS,LAFAYETTE	18,500	18,220	98
HOWARD	C INDIANAPOLIS,LAFAYETTE	32,100	31,750	99
HUNTINGTON	M D FT. WAYNE	13,600	13,520	99
JACKSON	D LOUISVILLE	13,700	13,320	97
JASPER	D CHICAGO	9,100	8,990	99
JAY	D FT. WAYNE	8,200	8,050	98
JEFFERSON	D LOUISVILLE	10,400	10,250	99
JENNINGS	D LOUISVILLE	7,800	7,730	99
JOHNSON	M B INDIANAPOLIS,LAFAYETTE	29,800	29,280	98
KNOX	C TERRE HAUTE	15,700	15,390	98
KOSCIUSKO	C SOUTH BEND-ELKHART	24,200	23,650	98
LAGRANGE	D SOUTH BEND-ELKHART	9,300	8,740	94
LAKE	M A CHICAGO	174,400	172,200	99
LA PORTE	C CHICAGO	37,500	37,140	99
LAWRENCE	C LOUISVILLE	16,500	16,130	98
MADISON	B INDIANAPOLIS,LAFAYETTE	48,800	48,260	99
MARION	M B INDIANAPOLIS,LAFAYETTE	307,100	303,110	99
MARSHALL	B SOUTH BEND-ELKHART	15,400	15,090	98
MARTIN	D TERRE HAUTE	3,900	3,820	98
MIAMI	D INDIANAPOLIS,LAFAYETTE	13,900	13,640	98
MONROE	C INDIANAPOLIS,LAFAYETTE	36,800	35,440	96

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U.S. TV HOUSEHOLD ESTIMATES

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COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
INDIANA (CONT'D)				
MONTGOMERY	D INDIANAPOLIS,LAFAYETTE	13,300	13,170	99
MORGAN	M B INDIANAPOLIS,LAFAYETTE	18,800	18,480	98
NEWTON	D CHICAGO	5,200	5,080	98
NOBLE	D FT. WAYNE	13,900	13,740	99
OHIO	D CINCINNATI	2,000	1,970	99
ORANGE	D LOUISVILLE	7,100	7,000	99
OWEN	D INDIANAPOLIS,LAFAYETTE	6,700	6,550	98
PARKE	D TERRE HAUTE	5,900	5,820	99
PERRY	D EVANSVILLE	6,700	6,630	99
PIKE	D EVANSVILLE	5,300	5,170	98
PORTER	M A CHICAGO	43,600	43,130	99
POSEY	M B EVANSVILLE	9,400	9,310	99
PULASKI	D SOUTH BEND-ELKHART	5,100	5,060	99
PUTNAM	D INDIANAPOLIS,LAFAYETTE	10,000	9,870	99
RANDOLPH	D INDIANAPOLIS,LAFAYETTE	10,800	10,690	99
RIPLEY	D CINCINNATI	8,800	8,630	98
RUSH	D INDIANAPOLIS,LAFAYETTE	6,500	6,410	99
ST JOSEPH	M B SOUTH BEND-ELKHART	90,100	89,150	99
SCOTT	D LOUISVILLE	7,400	7,280	98
SHELBY	M B INDIANAPOLIS,LAFAYETTE	14,200	14,000	99
SPENCER	D EVANSVILLE	6,900	6,780	98
STARKE	D SOUTH BEND-ELKHART	8,000	7,890	99
STEUBEN	D FT. WAYNE	10,500	10,400	99
SULLIVAN	M B TERRE HAUTE	8,200	8,120	99
SWITZERLAND	D CINCINNATI	2,800	2,770	99
TIPPECANOE	C INDIANAPOLIS,LAFAYETTE	43,300	42,150	97
TIPTON	C INDIANAPOLIS,LAFAYETTE	6,300	6,250	99
UNION	D CINCINNATI	2,400	2,370	99
VANDERBURGH	M B EVANSVILLE	66,700	66,080	99
VERMILLION	M B TERRE HAUTE	7,100	7,000	99
VIGO	M B TERRE HAUTE	40,100	39,600	99
WABASH	D FT. WAYNE	12,400	12,050	97
WARREN	D INDIANAPOLIS,LAFAYETTE	2,900	2,870	99
WARRICK	M B EVANSVILLE	16,700	16,550	99
WASHINGTON	D LOUISVILLE	8,300	8,140	98
WAYNE	C DAYTON	26,900	26,320	98
WELLS	M B FT. WAYNE	9,200	8,990	98
WHITE	D INDIANAPOLIS,LAFAYETTE	9,300	9,210	99
WHITLEY	M D FT. WAYNE	9,700	9,630	99
	STATE TOTAL	2,036,800	2,005,670	
IOWA				
ADAIR	D DES MOINES-AMES	3,700	3,680	99
ADAMS	D OMAHA	2,100	2,080	99
ALLAMAKEE	D CEDAR RAPIDS-WATERLOO&DUBQ	5,400	5,310	98
APPANOOSE	D DES MOINES-AMES	6,000	5,900	98
AUDUBON	D DES MOINES-AMES	3,000	2,970	99
BENTON	M D CEDAR RAPIDS-WATERLOO&DUBQ	8,900	8,790	99
BLACK HAWK	M C CEDAR RAPIDS-WATERLOO&DUBQ	46,900	46,440	99
BOONE	D DES MOINES-AMES	10,000	9,960	100
BREMER	D CEDAR RAPIDS-WATERLOO&DUBQ	8,800	8,720	99
BUCHANAN	M D CEDAR RAPIDS-WATERLOO&DUBQ	8,000	7,890	99
BUENA VISTA	D SIOUX CITY	7,900	7,830	99
BUTLER	D CEDAR RAPIDS-WATERLOO&DUBQ	6,300	6,200	98
CALHOUN	D DES MOINES-AMES	4,700	4,690	100
CARROLL	D DES MOINES-AMES	8,300	8,250	99
CASS	D OMAHA	6,700	6,600	99
CEDAR	D CEDAR RAPIDS-WATERLOO&DUBQ	7,300	7,250	99
CERRO GORDO	C MASON CITY-AUSTIN-ROCHESTR	20,100	19,960	99
CHEROKEE	D SIOUX CITY	5,900	5,870	99
CHICKASAW	D CEDAR RAPIDS-WATERLOO&DUBQ	5,300	5,230	99
CLARKE	D DES MOINES-AMES	3,500	3,430	98
CLAY	D SIOUX CITY	7,500	7,460	99
CLAYTON	D CEDAR RAPIDS-WATERLOO&DUBQ	8,200	8,100	99
CLINTON	C DAVENPORT-R.ISLAND-MOLINE	20,400	20,230	99
CRAWFORD	D OMAHA	6,800	6,750	99
DALLAS	M D DES MOINES-AMES	11,900	11,750	99
DAVIS	D OTTUMWA-KIRKSVILLE	3,300	3,200	97
DECATUR	D DES MOINES-AMES	3,400	3,320	98
DELAWARE	D CEDAR RAPIDS-WATERLOO&DUBQ	6,800	6,710	99
DES MOINES	C DAVENPORT-R.ISLAND-MOLINE	18,100	17,790	98
DICKINSON	D SIOUX CITY	6,200	6,160	99
DUBUQUE	M C CEDAR RAPIDS-WATERLOO&DUBQ	31,200	30,850	99
EMMET	D MANKATO	4,800	4,730	99
FAYETTE	D CEDAR RAPIDS-WATERLOO&DUBQ	9,100	9,000	99
FLOYD	D MASON CITY-AUSTIN-ROCHESTR	7,100	7,020	99
FRANKLIN	D DES MOINES-AMES	5,100	5,060	99

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
IOWA (CONT'D)				
FREMONT	D OMAHA	3,700	3,620	98
GREENE	D DES MOINES-AMES	4,600	4,550	99
GRUNDY	D CEDAR RAPIDS-WATERLOO&DUBQ	5,300	5,230	99
GUTHRIE	D DES MOINES-AMES	4,600	4,500	98
HAMILTON	D DES MOINES-AMES	6,800	6,740	99
HANCOCK	D MASON CITY-AUSTIN-ROCHESTR	5,500	5,440	99
HARDIN	D DES MOINES-AMES	8,100	8,010	99
HARRISON	D OMAHA	6,000	5,970	100
HENRY	D DAVENPORT-R.ISLAND-MOLINE	7,200	6,980	97
HOWARD	D MASON CITY-AUSTIN-ROCHESTR	4,000	3,950	99
HUMBOLDT	D DES MOINES-AMES	5,000	4,940	99
IDA	D SIOUX CITY	3,500	3,480	99
IOWA	D CEDAR RAPIDS-WATERLOO&DUBQ	6,000	5,950	99
JACKSON	D DAVENPORT-R.ISLAND-MOLINE	8,200	8,120	99
JASPER	D DES MOINES-AMES	14,300	14,180	99
JEFFERSON	D OTTUMWA-KIRKSVILLE	6,600	6,290	95
JOHNSON	C CEDAR RAPIDS-WATERLOO&DUBQ	33,500	32,470	97
JONES	D CEDAR RAPIDS-WATERLOO&DUBQ	7,200	7,120	99
KEOKUK	D CEDAR RAPIDS-WATERLOO&DUBQ	4,900	4,820	98
KOSSUTH	D MASON CITY-AUSTIN-ROCHESTR	7,800	7,690	99
LEE	M C QUINCY-HANNIBAL-KEOKUK	16,400	16,180	99
LINN	M B CEDAR RAPIDS-WATERLOO&DUBQ	66,400	65,530	99
LOUISA	D DAVENPORT-R.ISLAND-MOLINE	4,600	4,540	99
LUCAS	D DES MOINES-AMES	4,200	4,140	99
LYON	D SIOUX FALLS(MITCHELL)	4,500	4,190	93
MADISON	D DES MOINES-AMES	4,700	4,640	99
MAHASKA	D DES MOINES-AMES	9,200	9,020	98
MARION	D DES MOINES-AMES	11,000	10,790	98
MARSHALL	C DES MOINES-AMES	15,900	15,730	99
MILLS	D OMAHA	4,700	4,670	99
MITCHELL	D MASON CITY-AUSTIN-ROCHESTR	4,500	4,460	99
MONONA	D SIOUX CITY	4,400	4,370	99
MONROE	D DES MOINES-AMES	3,400	3,320	98
MONTGOMERY	D OMAHA	5,400	5,330	99
MUSCATINE	C DAVENPORT-R.ISLAND-MOLINE	15,500	15,340	99
OBRIEN	D SIOUX CITY	6,200	6,160	99
OSCEOLA	D SIOUX FALLS(MITCHELL)	3,200	3,140	98
PAGE	D OMAHA	7,400	7,300	99
PALO ALTO	D SIOUX CITY	4,500	4,450	99
PLYMOUTH	D SIOUX CITY	9,000	8,930	99
POCAHONTAS	D DES MOINES-AMES	4,100	4,060	99
POLK	M B DES MOINES-AMES	131,200	129,600	99
POTTAWATTAMIE	M B OMAHA	33,500	33,000	99
POWESHIEK	D DES MOINES-AMES	7,100	6,980	98
RINGGOLD	D DES MOINES-AMES	2,300	2,280	99
SAC	D SIOUX CITY	5,300	5,270	99
SCOTT	M B DAVENPORT-R.ISLAND-MOLINE	60,600	59,720	99
SHELBY	D OMAHA	5,400	5,340	99
SIOUX	D SIOUX CITY	10,800	10,460	97
STORY	M C DES MOINES-AMES	25,500	25,120	99
TAMA	D CEDAR RAPIDS-WATERLOO&DUBQ	6,900	6,850	99
TAYLOR	D OMAHA	3,200	3,160	99
UNION	D DES MOINES-AMES	5,400	5,300	98
VAN BUREN	D OTTUMWA-KIRKSVILLE	3,200	3,170	99
WAPELLO	C OTTUMWA-KIRKSVILLE	15,600	15,400	99
WARREN	M B DES MOINES-AMES	13,300	13,260	100
WASHINGTON	D CEDAR RAPIDS-WATERLOO&DUBQ	7,800	7,390	95
WAYNE	D DES MOINES-AMES	3,300	3,230	98
WEBSTER	C DES MOINES-AMES	16,900	16,720	99
WINNEBAGO	D MASON CITY-AUSTIN-ROCHESTR	5,200	5,180	100
WINNESHIEK	D CEDAR RAPIDS-WATERLOO&DUBQ	7,600	7,520	99
WOODBURY	M C SIOUX CITY	38,200	37,890	99
WORTH	D MASON CITY-AUSTIN-ROCHESTR	3,500	3,460	99
WRIGHT	D DES MOINES-AMES	6,200	6,130	99
	STATE TOTAL	1,108,700	1,093,950	
KANSAS				
ALLEN	D JOPLIN-PITTSBURG	6,300	6,220	99
ANDERSON	D KANSAS CITY	3,200	3,020	94
ATCHISON	D KANSAS CITY	6,500	6,420	99
BARBER	D WICHITA-HUTCHINSON PLUS	2,900	2,880	99
BARTON	D WICHITA-HUTCHINSON PLUS	12,700	12,610	99
BOURBON	D JOPLIN-PITTSBURG	6,600	6,470	98
BROWN	D KANSAS CITY	4,800	4,640	97
BUTLER	M B WICHITA-HUTCHINSON PLUS	17,900	17,590	98
CHASE	D WICHITA-HUTCHINSON PLUS	1,300	1,280	98
CHAUTAUQUA	D TULSA	2,200	2,150	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KANSAS (CONT'D)				
CHEROKEE	M D JOPLIN-PITTSBURG	9,100	8,970	99
CHEYENNE	D WICHITA-HUTCHINSON PLUS	1,500	1,460	97
CLARK	D WICHITA-HUTCHINSON PLUS	1,000	980	98
CLAY	D TOPEKA	3,800	3,730	98
CLOUD	D LINCOLN & HSTNGS-KRNY PLUS	4,500	4,410	98
COFFEY	D TOPEKA	3,600	3,500	97
COMANCHE	D WICHITA-HUTCHINSON PLUS	1,000	970	97
COWLEY	D WICHITA-HUTCHINSON PLUS	14,600	14,350	98
CRAWFORD	M D JOPLIN-PITTSBURG	15,600	15,360	98
DECATUR	D WICHITA-HUTCHINSON PLUS	1,700	1,670	98
DICKINSON	D WICHITA-HUTCHINSON PLUS	8,000	7,810	98
DONIPHAN	M D ST. JOSEPH	3,500	3,490	100
DOUGLAS	C KANSAS CITY	26,400	25,520	97
EDWARDS	D WICHITA-HUTCHINSON PLUS	1,700	1,680	99
ELK	D WICHITA-HUTCHINSON PLUS	1,600	1,530	96
ELLIS	D WICHITA-HUTCHINSON PLUS	10,600	10,510	99
ELLSWORTH	D WICHITA-HUTCHINSON PLUS	2,900	2,880	99
FINNEY	D WICHITA-HUTCHINSON PLUS	10,900	10,760	99
FORD	D WICHITA-HUTCHINSON PLUS	10,100	9,920	98
FRANKLIN	D KANSAS CITY	8,400	8,190	98
GEARY	D KANSAS CITY	10,700	10,520	98
GOVE	D WICHITA-HUTCHINSON PLUS	1,400	1,310	94
GRAHAM	D WICHITA-HUTCHINSON PLUS	1,500	1,470	98
GRANT	D WICHITA-HUTCHINSON PLUS	2,700	2,630	97
GRAY	D WICHITA-HUTCHINSON PLUS	1,900	1,830	96
GREELEY	D WICHITA-HUTCHINSON PLUS	700	680	97
GREENWOOD	D WICHITA-HUTCHINSON PLUS	3,400	3,290	97
HAMILTON	D WICHITA-HUTCHINSON PLUS	1,100	1,080	98
HARPER	D WICHITA-HUTCHINSON PLUS	3,100	3,050	98
HARVEY	M D WICHITA-HUTCHINSON PLUS	11,500	11,260	98
HASKELL	D WICHITA-HUTCHINSON PLUS	1,400	1,370	98
HODGEMAN	D WICHITA-HUTCHINSON PLUS	900	870	97
JACKSON	M D TOPEKA	4,400	4,350	99
JEFFERSON	B TOPEKA	5,800	5,740	99
JEWELL	D LINCOLN & HSTNGS-KRNY PLUS	1,900	1,880	99
JOHNSON	M A KANSAS CITY	127,600	126,390	99
KEARNY	D WICHITA-HUTCHINSON PLUS	1,200	1,190	99
KINGMAN	D WICHITA-HUTCHINSON PLUS	3,400	3,370	99
KIOWA	D WICHITA-HUTCHINSON PLUS	1,500	1,390	93
LABETTE	D JOPLIN-PITTSBURG	9,700	9,460	98
LANE	D WICHITA-HUTCHINSON PLUS	1,000	980	98
LEAVENWORTH	M C KANSAS CITY	19,300	19,070	99
LINCOLN	D WICHITA-HUTCHINSON PLUS	1,600	1,540	96
LINN	D KANSAS CITY	3,400	3,350	99
LOGAN	D WICHITA-HUTCHINSON PLUS	1,400	1,380	99
LYON	D TOPEKA	13,700	13,470	98
MCPHERSON	D WICHITA-HUTCHINSON PLUS	10,500	9,930	95
MARION	D WICHITA-HUTCHINSON PLUS	5,100	4,790	94
MARSHALL	D TOPEKA	5,300	5,230	99
MEADE	D WICHITA-HUTCHINSON PLUS	1,800	1,790	99
MIAMI	M D KANSAS CITY	8,500	8,410	99
MITCHELL	D WICHITA-HUTCHINSON PLUS	3,400	3,340	98
MONTGOMERY	C TULSA	16,500	16,100	98
MORRIS	D TOPEKA	2,600	2,550	98
MORTON	D WICHITA-HUTCHINSON PLUS	1,200	1,160	97
NEMAHA	D TOPEKA	4,200	4,060	97
NEOSHO	D JOPLIN-PITTSBURG	7,000	6,920	99
NESS	D WICHITA-HUTCHINSON PLUS	1,800	1,760	98
NORTON	D WICHITA-HUTCHINSON PLUS	2,700	2,690	100
OSAGE	M B TOPEKA	6,000	5,920	99
OSBORNE	D WICHITA-HUTCHINSON PLUS	2,300	2,260	98
OTTAWA	D WICHITA-HUTCHINSON PLUS	2,300	2,270	99
PAWNEE	D WICHITA-HUTCHINSON PLUS	3,000	2,970	99
PHILLIPS	D LINCOLN & HSTNGS-KRNY PLUS	2,800	2,740	98
POTTAWATOMIE	M D TOPEKA	5,900	5,810	98
PRATT	D WICHITA-HUTCHINSON PLUS	4,300	4,220	98
RAWLINS	D WICHITA-HUTCHINSON PLUS	1,500	1,480	99
RENO	M C WICHITA-HUTCHINSON PLUS	26,100	25,520	98
REPUBLIC	D LINCOLN & HSTNGS-KRNY PLUS	2,900	2,850	98
RICE	D WICHITA-HUTCHINSON PLUS	4,600	4,580	100
RILEY	C TOPEKA	20,400	20,000	98
ROOKS	D WICHITA-HUTCHINSON PLUS	2,600	2,590	100
RUSH	D WICHITA-HUTCHINSON PLUS	1,700	1,660	98
RUSSELL	D WICHITA-HUTCHINSON PLUS	3,400	3,380	99
SALINE	C WICHITA-HUTCHINSON PLUS	20,000	19,750	99
SCOTT	D WICHITA-HUTCHINSON PLUS	2,200	2,130	97
SEDGWICK	M B WICHITA-HUTCHINSON PLUS	154,600	152,110	98
SEWARD	D WICHITA-HUTCHINSON PLUS	7,000	6,840	98
SHAWNEE	M B TOPEKA	64,200	63,460	99
SHERIDAN	D WICHITA-HUTCHINSON PLUS	1,300	1,280	98
SHERMAN	D WICHITA-HUTCHINSON PLUS	2,800	2,740	98
SMITH	D LINCOLN & HSTNGS-KRNY PLUS	2,300	2,270	99
STAFFORD	D WICHITA-HUTCHINSON PLUS	2,400	2,370	99
STANTON	D WICHITA-HUTCHINSON PLUS	800	770	96
STEVENS	D WICHITA-HUTCHINSON PLUS	1,800	1,760	98
SUMNER	D WICHITA-HUTCHINSON PLUS	10,000	9,880	99
THOMAS	D WICHITA-HUTCHINSON PLUS	3,100	3,070	99
TREGO	D WICHITA-HUTCHINSON PLUS	1,800	1,770	98
WABAUNSEE	M D TOPEKA	2,500	2,460	98
WALLACE	D WICHITA-HUTCHINSON PLUS	700	680	97
WASHINGTON	D LINCOLN & HSTNGS-KRNY PLUS	3,000	2,950	98
WICHITA	D WICHITA-HUTCHINSON PLUS	1,000	990	99
WILSON	D JOPLIN-PITTSBURG	4,900	4,690	96
WOODSON	D JOPLIN-PITTSBURG	1,800	1,740	97
WYANDOTTE	M A KANSAS CITY	65,400	64,150	98
	STATE TOTAL	955,100	938,730	
KENTUCKY				
ADAIR	D BOWLING GREEN	5,800	5,590	96
ALLEN	D NASHVILLE	5,800	5,720	99
ANDERSON	D LEXINGTON	5,000	4,930	99
BALLARD	D PADUCAH-C.GIRARDEAU-HARRBG	3,200	3,140	98
BARREN	D NASHVILLE	12,800	12,550	98
BATH	D LEXINGTON	3,600	3,530	98
BELL	D KNOXVILLE	11,900	11,570	97
BOONE	M A CINCINNATI	18,100	17,890	99
BOURBON	M B LEXINGTON	7,400	7,290	99
BOYD	M B CHARLESTON-HUNTINGTON	20,500	20,270	99
BOYLE	D LEXINGTON	9,700	9,520	98
BRACKEN	D CINCINNATI	2,700	2,680	99
BREATHITT	D LEXINGTON	5,500	5,000	91
BRECKINRIDGE	D LOUISVILLE	6,200	6,090	98
BULLITT	M B LOUISVILLE	15,400	15,140	98
BUTLER	D NASHVILLE	4,100	4,040	99
CALDWELL	D PADUCAH-C.GIRARDEAU-HARRBG	4,900	4,790	98
CALLOWAY	D PADUCAH-C.GIRARDEAU-HARRBG	12,000	11,840	99
CAMPBELL	M A CINCINNATI	29,200	28,900	99
CARLISLE	D PADUCAH-C.GIRARDEAU-HARRBG	2,000	1,960	98
CARROLL	D LOUISVILLE	3,500	3,470	99
CARTER	D CHARLESTON-HUNTINGTON	8,900	8,670	97
CASEY	D LEXINGTON	5,700	5,420	95
CHRISTIAN	B NASHVILLE	20,300	19,960	98
CLARK	M B LEXINGTON	11,000	10,880	99
CLAY	D LEXINGTON	7,700	7,270	94
CLINTON	D NASHVILLE	3,600	3,470	96
CRITTENDEN	D PADUCAH-C.GIRARDEAU-HARRBG	3,300	3,270	99
CUMBERLAND	D NASHVILLE	2,800	2,530	90
DAVIESS	C EVANSVILLE	32,900	32,600	99
EDMONSON	D BOWLING GREEN	3,600	3,500	97
ELLIOTT	D CHARLESTON-HUNTINGTON	2,500	2,460	98
ESTILL	D LEXINGTON	5,400	5,160	96
FAYETTE	M B LEXINGTON	84,700	83,250	98
FLEMING	D LEXINGTON	4,800	4,600	96
FLOYD	C CHARLESTON-HUNTINGTON	18,500	18,010	97
FRANKLIN	C LEXINGTON	17,500	17,280	99
FULTON	D PADUCAH-C.GIRARDEAU-HARRBG	3,100	3,050	98
GALLATIN	D CINCINNATI	1,900	1,880	99
GARRARD	D LEXINGTON	4,200	4,050	96
GRANT	D CINCINNATI	5,000	4,920	98
GRAVES	D PADUCAH-C.GIRARDEAU-HARRBG	13,300	13,150	99
GRAYSON	D LOUISVILLE	8,300	8,080	97
GREEN	D LOUISVILLE	3,900	3,850	99
GREENUP	B CHARLESTON-HUNTINGTON	13,300	13,110	99
HANCOCK	D EVANSVILLE	2,900	2,840	98
HARDIN	C LOUISVILLE	28,500	28,090	99
HARLAN	C KNOXVILLE	14,400	14,040	98
HARRISON	D LEXINGTON	5,600	5,510	98
HART	D BOWLING GREEN	6,000	5,870	98
HENDERSON	M B EVANSVILLE	16,400	16,250	99
HENRY	D LOUISVILLE	4,800	4,730	99
HICKMAN	D PADUCAH-C.GIRARDEAU-HARRBG	2,000	1,970	99
HOPKINS	C EVANSVILLE	18,000	17,560	98
JACKSON	D LEXINGTON	4,400	3,900	89
JEFFERSON	M B LOUISVILLE	259,900	256,810	99
JESSAMINE	M B LEXINGTON	10,600	10,440	98
JOHNSON	D CHARLESTON-HUNTINGTON	9,000	8,870	99
KENTON	M A CINCINNATI	51,400	50,870	99
KNOTT	D LEXINGTON	6,100	5,850	96

M Metro county of DMA market
*M Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KENTUCKY (CONT'D)				
KNOX	D KNOXVILLE	10,900	10,670	98
LARUE	D LOUISVILLE	4,500	4,370	97
LAUREL	D LEXINGTON	15,400	14,950	97
LAWRENCE	D CHARLESTON-HUNTINGTON	5,300	5,120	97
LEE	D LEXINGTON	2,900	2,720	94
LESLIE	D TRI-CITIES, TN-VA	4,900	4,670	95
LETCHER	D TRI-CITIES, TN-VA	10,900	10,600	97
LEWIS	D CHARLESTON-HUNTINGTON	5,000	4,790	96
LINCOLN	D LEXINGTON	6,900	6,720	97
LIVINGSTON	D PADUCAH-C.GIRARDEAU-HARRBG	3,700	3,650	99
LOGAN	D NASHVILLE	10,000	9,810	98
LYON	D PADUCAH-C.GIRARDEAU-HARRBG	2,400	2,350	98
MCCRACKEN	C PADUCAH-C.GIRARDEAU-HARRBG	24,300	23,890	98
MCCREARY	D KNOXVILLE	5,700	5,460	96
MCLEAN	D EVANSVILLE	3,500	3,450	99
MADISON	M C LEXINGTON	19,000	18,590	98
MAGOFFIN	D CHARLESTON-HUNTINGTON	4,900	4,780	98
MARION	D LOUISVILLE	5,800	5,690	98
MARSHALL	D PADUCAH-C.GIRARDEAU-HARRBG	10,500	10,430	99
MARTIN	D CHARLESTON-HUNTINGTON	4,600	4,510	98
MASON	D CINCINNATI	6,300	6,220	99
MEADE	D LOUISVILLE	7,900	7,840	99
MENIFEE	D LEXINGTON	1,700	1,640	96
MERCER	D LEXINGTON	7,400	7,290	99
METCALFE	D BOWLING GREEN	3,700	3,620	98
MONROE	D NASHVILLE	4,800	4,700	98
MONTGOMERY	D LEXINGTON	7,800	7,650	98
MORGAN	D CHARLESTON-HUNTINGTON	4,300	4,120	96
MUHLENBERG	D EVANSVILLE	11,600	11,390	98
NELSON	D LOUISVILLE	10,100	9,920	98
NICHOLAS	D LEXINGTON	2,700	2,640	98
OHIO	D EVANSVILLE	8,400	8,230	98
OLDHAM	M B LOUISVILLE	10,000	9,870	99
OWEN	D CINCINNATI	3,400	3,300	97
OWSLEY	D LEXINGTON	1,800	1,700	94
PENDLETON	D CINCINNATI	4,000	3,960	99
PERRY	D LEXINGTON	12,000	11,580	97
PIKE	C CHARLESTON-HUNTINGTON	29,800	29,130	98
POWELL	D LEXINGTON	4,000	3,820	96
PULASKI	C LEXINGTON	18,900	18,420	97
ROBERTSON	D CINCINNATI	800	770	96
ROCKCASTLE	D LEXINGTON	5,400	5,100	94
ROWAN	D LEXINGTON	6,500	6,210	96
RUSSELL	D LEXINGTON	5,600	5,410	97
SCOTT	M B LEXINGTON	8,200	8,090	99
SHELBY	M D LOUISVILLE	8,700	8,620	99
SIMPSON	D NASHVILLE	5,500	5,410	98
SPENCER	D LOUISVILLE	2,200	2,170	99
TAYLOR	D LOUISVILLE	8,600	8,410	98
TODD	D NASHVILLE	4,200	3,940	94
TRIGG	D NASHVILLE	3,600	3,520	98
TRIMBLE	D LOUISVILLE	2,200	2,170	99
UNION	D EVANSVILLE	5,700	5,670	99
WARREN	C BOWLING GREEN	31,400	30,880	98
WASHINGTON	D LOUISVILLE	3,300	3,250	98
WAYNE	D KNOXVILLE	6,600	6,300	95
WEBSTER	D EVANSVILLE	5,600	5,500	98
WHITLEY	D KNOXVILLE	13,300	12,850	97
WOLFE	D LEXINGTON	2,400	2,110	88
WOODFORD	M B LEXINGTON	6,700	6,630	99
	STATE TOTAL	1,373,700	1,347,200	
LOUISIANA				
ACADIA	C LAFAYETTE, LA	20,400	20,030	98
ALLEN	D LAFAYETTE, LA	7,600	7,300	96
ASCENSION	M B BATON ROUGE	19,700	19,440	99
ASSUMPTION	D BATON ROUGE	6,900	6,850	99
AVOYELLES	C ALEXANDRIA, LA	14,900	14,570	98
BEAUREGARD	D LAKE CHARLES	11,300	10,980	97
BIENVILLE	D SHREVEPORT	6,200	6,060	98
BOSSIER	M B SHREVEPORT	32,600	32,360	99
CADDO	M B SHREVEPORT	103,400	101,700	98
CALCASIEU	M B LAKE CHARLES	61,700	60,650	98
CALDWELL	D MONROE-EL DORADO	4,800	4,730	99
CAMERON	D LAKE CHARLES	3,400	3,350	99
CATAHOULA	D MONROE-EL DORADO	4,500	4,370	97
CLAIBORNE	D SHREVEPORT	6,500	6,370	98
CONCORDIA	D MONROE-EL DORADO	8,300	8,110	98

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
LOUISIANA (CONT'D)				
DE SOTO	D SHREVEPORT	10,300	10,020	97
E BATON ROUGE	M B BATON ROUGE	142,000	140,100	99
EAST CARROLL	D MONROE-EL DORADO	3,700	3,620	98
E FELICIANA	D BATON ROUGE	6,000	5,880	98
EVANGELINE	D LAFAYETTE, LA	12,400	12,170	98
FRANKLIN	D MONROE-EL DORADO	8,400	8,100	96
GRANT	B ALEXANDRIA, LA	6,700	6,530	97
IBERIA	C LAFAYETTE, LA	22,700	22,300	98
IBERVILLE	D BATON ROUGE	10,500	10,380	99
JACKSON	D MONROE-EL DORADO	7,000	6,840	98
JEFFERSON	M B NEW ORLEANS	175,100	173,630	99
JEFF DAVIS	D LAFAYETTE, LA	11,100	10,870	98
LAFAYETTE	B LAFAYETTE, LA	62,100	61,310	99
LAFOURCHE	C NEW ORLEANS	29,100	28,830	99
LA SALLE	D MONROE-EL DORADO	6,300	6,170	98
LINCOLN	M D MONROE-EL DORADO	14,200	13,890	98
LIVINGSTON	M B BATON ROUGE	25,100	24,660	98
MADISON	D MONROE-EL DORADO	5,800	5,670	98
MOREHOUSE	M D MONROE-EL DORADO	13,100	12,760	97
NATCHITOCHES	D SHREVEPORT	14,400	13,930	97
ORLEANS	M B NEW ORLEANS	215,300	211,580	98
OUACHITA	M C MONROE-EL DORADO	51,500	50,760	99
PLAQUEMINES	D NEW ORLEANS	8,300	8,200	99
POINTE COUPEE	D BATON ROUGE	8,400	8,210	98
RAPIDES	M B ALEXANDRIA, LA	49,000	48,170	98
RED RIVER	D SHREVEPORT	3,800	3,640	96
RICHLAND	D MONROE-EL DORADO	7,800	7,690	99
SABINE	D SHREVEPORT	10,700	10,430	97
ST BERNARD	M B NEW ORLEANS	24,200	24,020	99
ST CHARLES	D NEW ORLEANS	15,000	14,790	99
ST HELENA	D BATON ROUGE	3,200	3,120	98
ST JAMES	D NEW ORLEANS	6,700	6,580	98
ST JOHN BAPT	D NEW ORLEANS	13,300	13,100	98
ST LANDRY	C LAFAYETTE, LA	30,400	29,840	98
ST MARTIN	C LAFAYETTE, LA	15,100	14,830	98
ST MARY	C BATON ROUGE	20,800	20,500	99
ST TAMMANY	M B NEW ORLEANS	53,300	52,660	99
TANGIPAHOA	C NEW ORLEANS	31,500	30,750	98
TENSAS	D MONROE-EL DORADO	3,000	2,960	99
TERREBONNE	C NEW ORLEANS	33,100	32,640	99
UNION	M D MONROE-EL DORADO	8,200	8,130	99
VERMILION	C LAFAYETTE, LA	19,000	18,840	99
VERNON	C ALEXANDRIA, LA	18,300	17,810	97
WASHINGTON	C NEW ORLEANS	17,000	16,330	96
WEBSTER	M B SHREVEPORT	17,300	17,010	98
W BATON ROUGE	M B BATON ROUGE	6,700	6,570	98
WEST CARROLL	D MONROE-EL DORADO	4,700	4,630	99
W FELICIANA	D BATON ROUGE	2,600	2,550	98
WINN	D MONROE-EL DORADO	6,200	6,090	98
	STATE TOTAL	1,602,800	1,576,960	
MAINE				
ANDROSCOGGIN	M C PORTLAND-AUBURN	38,000	37,540	99
AROOSTOOK	M C PRESQUE ISLE	29,900	29,480	99
CUMBERLAND	M B PORTLAND-AUBURN	90,700	89,280	98
FRANKLIN	D PORTLAND-AUBURN	11,000	10,770	98
HANCOCK	M C BANGOR	18,200	17,900	98
KENNEBEC	C PORTLAND-AUBURN	43,500	42,890	99
KNOX	D BANGOR	14,100	13,760	98
LINCOLN	D PORTLAND-AUBURN	11,300	11,160	99
OXFORD	C PORTLAND-AUBURN	19,400	19,040	98
PENOBSCOT	M C BANGOR	49,400	48,750	99
PISCATAQUIS	D BANGOR	6,700	6,580	98
SAGADAHOC	D PORTLAND-AUBURN	12,700	12,510	99
SOMERSET	C BANGOR	16,900	16,570	98
WALDO	D BANGOR	11,700	11,540	99
WASHINGTON	D BANGOR	13,400	13,190	98
YORK	C PORTLAND-AUBURN	63,200	62,580	99
	STATE TOTAL	450,100	443,540	
MARYLAND				
ALLEGANY	C WASHINGTON, DC	28,800	28,350	98
ANNE ARUNDEL	M A BALTIMORE	146,900	145,750	99
BALTIMORE	M A BALTIMORE	261,500	258,810	99
CALVERT	M D WASHINGTON, DC	15,500	15,180	98
CAROLINE	D BALTIMORE	9,200	9,100	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MARYLAND (CONT'D)					
CARROLL	M	A BALTIMORE	40,600	40,110	99
CECIL		A BALTIMORE	24,100	23,790	99
CHARLES	M	A WASHINGTON, DC	29,700	29,350	99
DORCHESTER		D BALTIMORE	11,500	11,380	99
FREDERICK	M	C WASHINGTON, DC	47,700	47,040	99
GARRETT		D PITTSBURGH	9,800	9,340	95
HARFORD	M	A BALTIMORE	56,600	56,090	99
HOWARD	M	A BALTIMORE	59,300	58,960	99
KENT		D BALTIMORE	6,600	6,510	99
MONTGOMERY	M	A WASHINGTON, DC	263,600	260,960	99
PRINCE GEORGE	M	A WASHINGTON, DC	245,000	242,840	99
QUEEN ANNES	M	D BALTIMORE	11,300	11,160	99
ST MARYS		C WASHINGTON, DC	23,400	23,040	98
SOMERSET		D SALISBURY	6,900	6,730	98
TALBOT		D BALTIMORE	11,400	11,140	98
WASHINGTON		C WASHINGTON, DC	41,500	40,180	97
WICOMICO		C SALISBURY	26,900	26,580	99
WORCESTER		D SALISBURY	15,100	14,790	98
BALTIMRE CITY	M	A BALTIMORE	282,100	278,460	99
		STATE TOTAL	1,675,000	1,655,700	
MASSACHUSETTS					
BARNSTABLE		C BOSTON	76,800	76,010	99
BERKSHIRE		C ALBANY-SCHENECTADY-TROY	55,200	54,260	98
BRISTOL	M	B PROVIDENCE-NEW BEDFORD	183,800	182,090	99
DUKES		D PROVIDENCE-NEW BEDFORD	5,300	5,120	97
ESSEX	M	A BOSTON	250,500	247,640	99
FRANKLIN		C SPRINGFIELD-HOLYOKE	27,400	26,730	98
HAMPDEN	M	B SPRINGFIELD-HOLYOKE	169,000	166,990	99
HAMPSHIRE	M	B SPRINGFIELD-HOLYOKE	49,800	48,570	98
MIDDLESEX	M	A BOSTON	504,300	497,900	99
NANTUCKET		D BOSTON	2,700	2,640	98
NORFOLK	M	A BOSTON	223,100	221,580	99
PLYMOUTH		B BOSTON	152,200	151,000	99
SUFFOLK	M	A BOSTON	269,800	261,380	97
WORCESTER		B BOSTON	247,900	245,170	99
		STATE TOTAL	2,217,800	2,187,080	
MICHIGAN					
ALCONA		D ALPENA	4,400	4,290	98
ALGER		D MARQUETTE	3,200	3,170	99
ALLEGAN	M	C GRAND RAPIDS-KALMZOO-B.CRK	31,700	31,310	99
ALPENA		D ALPENA	11,400	11,230	99
ANTRIM	M	D TRAVERSE CITY-CADILLAC	6,500	6,390	98
ARENAC		D FLINT-SAGINAW-BAY CITY	5,800	5,730	99
BARAGA		D MARQUETTE	3,000	2,930	98
BARRY	M	B GRAND RAPIDS-KALMZOO-B.CRK	17,500	17,280	99
BAY	M	C FLINT-SAGINAW-BAY CITY	41,600	41,270	99
BENZIE	M	D TRAVERSE CITY-CADILLAC	4,600	4,490	98
BERRIEN		B SOUTH BEND-ELKHART	62,000	61,200	99
BRANCH		C GRAND RAPIDS-KALMZOO-B.CRK	14,900	14,510	97
CALHOUN	M	B GRAND RAPIDS-KALMZOO-B.CRK	52,600	52,140	99
CASS		C SOUTH BEND-ELKHART	18,400	18,160	99
CHARLEVOIX	M	D TRAVERSE CITY-CADILLAC	8,300	8,200	99
CHEBOYGAN		D TRAVERSE CITY-CADILLAC	8,200	8,090	99
CHIPPEWA		D TRAVERSE CITY-CADILLAC	10,100	9,980	99
CLARE		D FLINT-SAGINAW-BAY CITY	10,400	10,320	99
CLINTON	M	B LANSING	19,100	18,910	99
CRAWFORD		D TRAVERSE CITY-CADILLAC	3,800	3,750	99
DELTA		D GREEN BAY-APPLETON	13,900	13,750	99
DICKINSON		D GREEN BAY-APPLETON	10,800	10,700	99
EATON	M	B LANSING	35,100	34,720	99
EMMET		D TRAVERSE CITY-CADILLAC	9,500	9,350	98
GENESEE	M	B FLINT-SAGINAW-BAY CITY	160,700	159,270	99
GLADWIN		D FLINT-SAGINAW-BAY CITY	8,800	8,710	99
GOGEBIC		D DULUTH-SUPERIOR	7,500	7,280	97
GR TRAVERSE	M	C TRAVERSE CITY-CADILLAC	23,100	22,840	99
GRATIOT		C FLINT-SAGINAW-BAY CITY	14,000	13,740	98
HILLSDALE		C LANSING	15,400	15,110	98
HOUGHTON		D MARQUETTE	13,600	12,860	95
HURON		D FLINT-SAGINAW-BAY CITY	13,600	13,330	98
INGHAM	M	B LANSING	102,200	100,580	98
IONIA		B GRAND RAPIDS-KALMZOO-B.CRK	17,500	17,380	99
IOSCO		D FLINT-SAGINAW-BAY CITY	11,700	11,610	99
IRON		D MARQUETTE	5,800	5,700	98
ISABELLA		C FLINT-SAGINAW-BAY CITY	17,700	17,470	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MICHIGAN (CONT'D)					
JACKSON	M	B LANSING	51,700	51,070	99
KALAMAZOO	M	B GRAND RAPIDS-KALMZOO-B.CRK	82,800	81,780	99
KALKASKA	M	D TRAVERSE CITY-CADILLAC	5,000	4,950	99
KENT	M	B GRAND RAPIDS-KALMZOO-B.CRK	181,200	178,650	99
KEWEENAW		D MARQUETTE	700	680	97
LAKE		D TRAVERSE CITY-CADILLAC	3,800	3,740	98
LAPEER	M	A DETROIT	23,900	23,660	99
LEELANAU	M	D TRAVERSE CITY-CADILLAC	6,100	6,020	99
LENAWEE		C TOLEDO	31,800	31,500	99
LIVINGSTON	M	A DETROIT	36,500	36,250	99
LUCE		D TRAVERSE CITY-CADILLAC	2,200	2,170	99
MACKINAC		D TRAVERSE CITY-CADILLAC	3,900	3,810	98
MACOMB	M	A DETROIT	251,300	249,540	99
MANISTEE	M	D TRAVERSE CITY-CADILLAC	9,500	9,360	99
MARQUETTE		C MARQUETTE	25,300	24,930	99
MASON		D TRAVERSE CITY-CADILLAC	10,600	10,460	99
MECOSTA		D GRAND RAPIDS-KALMZOO-B.CRK	12,800	12,580	98
MENOMINEE		D GREEN BAY-APPLETON	9,700	9,650	99
MIDLAND	M	C FLINT-SAGINAW-BAY CITY	26,900	26,710	99
MISSAUKEE	M	D TRAVERSE CITY-CADILLAC	4,000	3,980	100
MONROE		B DETROIT	46,300	45,950	99
MONTCALM		C GRAND RAPIDS-KALMZOO-B.CRK	18,500	18,160	98
MONTMORENCY		D TRAVERSE CITY-CADILLAC	3,200	3,140	98
MUSKEGON		B GRAND RAPIDS-KALMZOO-B.CRK	57,800	57,290	99
NEWAYGO		D GRAND RAPIDS-KALMZOO-B.CRK	14,600	14,380	98
OAKLAND	M	A DETROIT	388,400	385,180	99
OCEANA		B GRAND RAPIDS-KALMZOO-B.CRK	8,400	8,230	98
OGEMAW		D FLINT-SAGINAW-BAY CITY	7,000	6,960	99
ONTONAGON		D MARQUETTE	3,500	3,400	97
OSCEOLA		D TRAVERSE CITY-CADILLAC	7,700	7,620	99
OSCODA		D TRAVERSE CITY-CADILLAC	2,900	2,850	98
OTSEGO	M	D TRAVERSE CITY-CADILLAC	6,000	5,880	98
OTTAWA	M	B GRAND RAPIDS-KALMZOO-B.CRK	59,500	58,660	99
PRESQUE ISLE		D TRAVERSE CITY-CADILLAC	5,400	5,310	98
ROSCOMMON		D TRAVERSE CITY-CADILLAC	8,400	8,300	99
SAGINAW	M	B FLINT-SAGINAW-BAY CITY	76,900	76,230	99
ST CLAIR	M	A DETROIT	51,600	51,000	99
ST JOSEPH		C GRAND RAPIDS-KALMZOO-B.CRK	22,500	22,070	98
SANILAC		C FLINT-SAGINAW-BAY CITY	15,300	15,120	99
SCHOOLCRAFT		D GREEN BAY-APPLETON	3,000	2,930	98
SHIAWASSEE		B FLINT-SAGINAW-BAY CITY	24,200	24,010	99
TUSCOLA		C FLINT-SAGINAW-BAY CITY	18,900	18,780	99
VAN BUREN	M	B GRAND RAPIDS-KALMZOO-B.CRK	26,100	25,810	99
WASHTENAW		A DETROIT	100,900	98,150	97
WAYNE	M	A DETROIT	814,800	804,940	99
WEXFORD	M	D TRAVERSE CITY-CADILLAC	10,400	10,310	99
		STATE TOTAL	3,400,300	3,359,300	
MINNESOTA					
AITKIN		D DULUTH-SUPERIOR	5,500	5,410	98
ANOKA	M	A MINNEAPOLIS-ST. PAUL	75,000	74,360	99
BECKER		D FARGO-VALLEY CITY	11,100	10,770	97
BELTRAMI		D MINNEAPOLIS-ST. PAUL	11,900	11,540	97
BENTON		B MINNEAPOLIS-ST. PAUL	9,900	9,820	99
BIG STONE		D MINNEAPOLIS-ST. PAUL	2,900	2,840	98
BL ERTH-NCL-S	M	C MANKATO	23,600	23,220	98
BROWN	M	D MANKATO	10,200	10,070	99
CARLTON	M	D DULUTH-SUPERIOR	10,600	10,470	99
CARVER	M	A MINNEAPOLIS-ST. PAUL	14,800	14,730	100
CASS		D MINNEAPOLIS-ST. PAUL	8,400	8,180	97
CHIPPEWA		D MINNEAPOLIS-ST. PAUL	5,500	5,400	98
CHISAGO	M	A MINNEAPOLIS-ST. PAUL	9,600	9,510	99
CLAY		C FARGO-VALLEY CITY	17,000	16,820	99
CLEARWATER		D FARGO-VALLEY CITY	3,200	3,090	97
COOK		D DULUTH-SUPERIOR	1,800	1,710	95
COTTONWOOD		D MINNEAPOLIS-ST. PAUL	5,200	5,110	98
CROW WING		C MINNEAPOLIS-ST. PAUL	17,900	17,550	98
DAKOTA	M	A MINNEAPOLIS-ST. PAUL	84,400	83,960	99
DODGE		D MASON CITY-AUSTIN-ROCHESTR	5,500	5,440	99
DOUGLAS		D MINNEAPOLIS-ST. PAUL	11,500	11,350	99
FARIBAULT		D MASON CITY-AUSTIN-ROCHESTR	7,300	7,240	99
FILLMORE		D MASON CITY-AUSTIN-ROCHESTR	7,900	7,820	99
FREEBORN		D MASON CITY-AUSTIN-ROCHESTR	13,500	13,390	99
GOODHUE		D MINNEAPOLIS-ST. PAUL	14,800	14,570	98
GRANT		D MINNEAPOLIS-ST. PAUL	2,700	2,670	99
HENNEPIN	M	A MINNEAPOLIS-ST. PAUL	415,600	409,490	99
HOUSTON		D LA CROSSE-EAU CLAIRE	6,400	6,270	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MINNESOTA (CONT'D)					
HUBBARD	D	MINNEAPOLIS-ST. PAUL	5,800	5,690	98
ISANTI	M D	MINNEAPOLIS-ST. PAUL	9,400	9,250	98
ITASCA	C	DULUTH-SUPERIOR	16,400	16,030	98
JACKSON	D	MINNEAPOLIS-ST. PAUL	4,800	4,700	98
KANABEC	D	MINNEAPOLIS-ST. PAUL	4,700	4,640	99
KANDIYOHI	D	MINNEAPOLIS-ST. PAUL	14,300	14,100	99
KITTSON	D	FARGO-VALLEY CITY	2,400	2,320	97
KOOCHICHING	D	DULUTH-SUPERIOR	5,800	5,660	98
LAC QUI PARLE	D	MINNEAPOLIS-ST. PAUL	3,800	3,760	99
LAKE	D	DULUTH-SUPERIOR	4,300	4,250	99
LAKE OF WOODS	D	FARGO-VALLEY CITY	1,500	1,430	95
LE SUEUR	D	MINNEAPOLIS-ST. PAUL	8,700	8,600	99
LINCOLN	D	SIOUX FALLS(MITCHELL)	2,900	2,870	99
LYON	D	MINNEAPOLIS-ST. PAUL	9,000	8,930	99
MCLEOD	D	MINNEAPOLIS-ST. PAUL	11,500	11,380	99
MAHNOMEN	D	FARGO-VALLEY CITY	1,700	1,680	99
MARSHALL	D	FARGO-VALLEY CITY	4,500	4,440	99
MARTIN	M D	MANKATO	9,600	9,460	99
MEEKER	D	MINNEAPOLIS-ST. PAUL	7,900	7,800	99
MILLE LACS	D	MINNEAPOLIS-ST. PAUL	7,000	6,910	99
MORRISON	D	MINNEAPOLIS-ST. PAUL	10,400	10,280	99
MOWER	C	MASON CITY-AUSTIN-ROCHESTR	15,100	15,010	99
MURRAY	D	SIOUX FALLS(MITCHELL)	3,900	3,860	99
NICOLLET-N	D	MINNEAPOLIS-ST. PAUL	5,000	4,920	98
NOBLES	D	SIOUX FALLS(MITCHELL)	7,600	7,500	99
NORMAN	D	FARGO-VALLEY CITY	3,300	3,250	98
OLMSTED	C	MASON CITY-AUSTIN-ROCHESTR	37,100	36,610	99
OTTER TAIL	C	FARGO-VALLEY CITY	20,100	19,780	98
PENNINGTON	D	FARGO-VALLEY CITY	5,600	5,500	98
PINE	D	MINNEAPOLIS-ST. PAUL	7,500	7,290	97
PIPESTONE	D	SIOUX FALLS(MITCHELL)	4,300	4,220	98
POLK	C	FARGO-VALLEY CITY	12,500	12,360	99
POPE	D	MINNEAPOLIS-ST. PAUL	4,600	4,580	100
RAMSEY	M A	MINNEAPOLIS-ST. PAUL	189,000	185,860	98
RED LAKE	D	FARGO-VALLEY CITY	1,800	1,770	98
REDWOOD	D	MINNEAPOLIS-ST. PAUL	6,600	6,540	99
RENVILLE	D	MINNEAPOLIS-ST. PAUL	7,300	7,210	99
RICE	C	MINNEAPOLIS-ST. PAUL	16,300	16,160	99
ROCK	D	SIOUX FALLS(MITCHELL)	3,800	3,750	99
ROSEAU	D	FARGO-VALLEY CITY	4,900	4,780	98
ST LOUIS	M B	DULUTH-SUPERIOR	78,000	76,870	99
SCOTT	M A	MINNEAPOLIS-ST. PAUL	17,900	17,760	99
SHERBURNE	B	MINNEAPOLIS-ST. PAUL	11,900	11,750	99
SIBLEY	D	MINNEAPOLIS-ST. PAUL	5,400	5,340	99
STEARNS	B	MINNEAPOLIS-ST. PAUL	37,000	36,510	99
STEELE	D	MINNEAPOLIS-ST. PAUL	11,100	10,960	99
STEVENS	D	MINNEAPOLIS-ST. PAUL	3,600	3,450	96
SWIFT	D	MINNEAPOLIS-ST. PAUL	4,600	4,530	98
TODD	D	MINNEAPOLIS-ST. PAUL	9,500	9,390	99
TRAVERSE	D	MINNEAPOLIS-ST. PAUL	1,800	1,760	98
WABASHA	D	MINNEAPOLIS-ST. PAUL	7,500	7,370	98
WADENA	D	MINNEAPOLIS-ST. PAUL	5,000	4,840	97
WASECA	D	MINNEAPOLIS-ST. PAUL	6,800	6,690	98
WASHINGTON	M A	MINNEAPOLIS-ST. PAUL	43,600	43,230	99
WATONWAN	M D	MANKATO	4,700	4,660	99
WILKIN	D	FARGO-VALLEY CITY	2,800	2,790	100
WINONA	C	LA CROSSE-EAU CLAIRE	16,200	15,930	98
WRIGHT	M A	MINNEAPOLIS-ST. PAUL	20,700	20,340	98
YELLOW MED	D	MINNEAPOLIS-ST. PAUL	4,600	4,540	99
		STATE TOTAL	1,609,100	1,586,640	
MISSISSIPPI					
ADAMS	D	JACKSON, MS	13,900	13,530	97
ALCORN	D	MEMPHIS	13,300	12,930	97
AMITE	D	BATON ROUGE	4,700	4,560	97
ATTALA	D	JACKSON, MS	7,200	7,060	98
BENTON	D	MEMPHIS	2,700	2,670	99
BOLIVAR	C	GREENWOOD-GREENVILLE	14,400	13,930	97
CALHOUN	D	COLUMBUS-TUPELO-WEST POINT	5,700	5,580	98
CARROLL	D	GREENWOOD-GREENVILLE	3,500	3,400	97
CHICKASAW	D	COLUMBUS-TUPELO-WEST POINT	6,300	6,110	97
CHOCTAW	D	COLUMBUS-TUPELO-WEST POINT	3,100	2,990	96
CLAIBORNE	D	JACKSON, MS	3,700	3,550	96
CLARKE	M D	MERIDIAN	6,300	6,170	98
CLAY	D	COLUMBUS-TUPELO-WEST POINT	7,500	7,330	98
COAHOMA	D	MEMPHIS	12,300	11,890	97
COPIAH	D	JACKSON, MS	9,400	9,150	97
COVINGTON	D	HATTIESBURG-LAUREL	6,000	5,890	98
DE SOTO	M B	MEMPHIS	21,700	21,350	98
FORREST	C	HATTIESBURG-LAUREL	26,400	25,950	98
FRANKLIN	D	JACKSON, MS	3,300	3,170	96
GEORGE	D	MOBILE-PENSACOLA	5,600	5,410	97
GREENE	D	MOBILE-PENSACOLA	3,300	3,160	96
GRENADA	D	GREENWOOD-GREENVILLE	6,900	6,740	98
HANCOCK	B	NEW ORLEANS	12,000	11,720	98
HARRISON	B	BILOXI-GULFPORT	63,200	62,090	98
HINDS	M B	JACKSON, MS	96,800	95,370	99
HOLMES	D	JACKSON, MS	7,500	7,240	97
HUMPHREYS	D	JACKSON, MS	4,500	4,390	98
ISSAQUENA	D	JACKSON, MS	800	780	98
ITAWAMBA	D	COLUMBUS-TUPELO-WEST POINT	7,900	7,770	98
JACKSON	C	MOBILE-PENSACOLA	44,700	43,860	98
JASPER	D	HATTIESBURG-LAUREL	6,000	5,780	96
JEFFERSON	D	JACKSON, MS	3,000	2,910	97
JEFF DAVIS	D	JACKSON, MS	4,700	4,610	98
JONES	C	HATTIESBURG-LAUREL	23,300	22,900	98
KEMPER	M D	MERIDIAN	3,600	3,440	96
LAFAYETTE	D	MEMPHIS	11,500	11,260	98
LAMAR	D	HATTIESBURG-LAUREL	9,900	9,530	96
LAUDERDALE	M C	MERIDIAN	29,700	29,140	98
LAWRENCE	D	JACKSON, MS	4,500	4,310	96
LEAKE	D	JACKSON, MS	6,900	6,710	97
LEE	C	COLUMBUS-TUPELO-WEST POINT	24,700	24,380	99
LEFLORE	C	GREENWOOD-GREENVILLE	13,800	13,430	97
LINCOLN	D	JACKSON, MS	11,500	11,160	97
LOWNDES	C	COLUMBUS-TUPELO-WEST POINT	21,900	21,520	98
MADISON	M C	JACKSON, MS	17,100	16,730	98
MARION	D	HATTIESBURG-LAUREL	9,400	8,930	95
MARSHALL	D	MEMPHIS	10,600	10,280	97
MONROE	D	COLUMBUS-TUPELO-WEST POINT	12,900	12,610	98
MONTGOMERY	D	COLUMBUS-TUPELO-WEST POINT	4,400	4,280	97
NESHOBA	D	MERIDIAN	9,200	8,770	95
NEWTON	D	MERIDIAN	7,600	7,460	98
NOXUBEE	D	COLUMBUS-TUPELO-WEST POINT	4,100	3,890	95
OKTIBBEHA	D	COLUMBUS-TUPELO-WEST POINT	12,500	12,290	98
PANOLA	D	MEMPHIS	10,000	9,780	98
PEARL RIVER	D	NEW ORLEANS	14,100	13,770	98
PERRY	D	HATTIESBURG-LAUREL	3,600	3,440	96
PIKE	D	JACKSON, MS	13,900	13,520	97
PONTOTOC	D	COLUMBUS-TUPELO-WEST POINT	8,500	8,270	97
PRENTISS	D	COLUMBUS-TUPELO-WEST POINT	9,300	9,120	98
QUITMAN	D	MEMPHIS	4,000	3,860	97
RANKIN	M B	JACKSON, MS	28,500	28,050	98
SCOTT	D	JACKSON, MS	9,600	9,400	98
SHARKEY	D	JACKSON, MS	2,300	2,240	97
SIMPSON	D	JACKSON, MS	8,700	8,420	97
SMITH	D	JACKSON, MS	5,800	5,720	99
STONE	B	BILOXI-GULFPORT	3,600	3,500	97
SUNFLOWER	D	GREENWOOD-GREENVILLE	10,800	10,550	98
TALLAHATCHIE	D	GREENWOOD-GREENVILLE	5,400	5,200	96
TATE	D	MEMPHIS	7,100	6,900	97
TIPPAH	D	MEMPHIS	7,000	6,730	96
TISHOMINGO	D	COLUMBUS-TUPELO-WEST POINT	7,000	6,770	97
TUNICA	D	MEMPHIS	3,000	2,910	97
UNION	D	MEMPHIS	8,800	8,690	99
WALTHALL	D	JACKSON, MS	4,800	4,600	96
WARREN	C	JACKSON, MS	19,200	18,800	98
WASHINGTON	C	GREENWOOD-GREENVILLE	23,700	23,020	97
WAYNE	D	HATTIESBURG-LAUREL	6,900	6,730	98
WEBSTER	D	COLUMBUS-TUPELO-WEST POINT	3,800	3,720	98
WILKINSON	D	BATON ROUGE	3,400	3,280	96
WINSTON	D	COLUMBUS-TUPELO-WEST POINT	6,900	6,760	98
YALOBUSHA	D	MEMPHIS	5,000	4,850	97
YAZOO	D	JACKSON, MS	9,400	9,170	98
		STATE TOTAL	941,500	919,830	
MISSOURI					
ADAIR	D	OTTUMWA-KIRKSVILLE	9,200	9,000	98
ANDREW	M C	ST. JOSEPH	5,300	5,270	99
ATCHISON	D	OMAHA	3,100	3,020	97
AUDRAIN	D	COLUMBIA-JEFFERSON CITY	9,600	9,440	98
BARRY	D	SPRINGFIELD, MO	10,400	10,170	98
BARTON	D	JOPLIN-PITTSBURG	4,700	4,630	99
BATES	D	KANSAS CITY	6,300	6,200	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSOURI (CONT'D)					
BENTON		D SPRINGFIELD, MO	5,500	5,380	98
BOLLINGER		D PADUCAH-C.GIRARDEAU-HARRBG	4,200	4,130	98
BOONE	M	C COLUMBIA-JEFFERSON CITY	40,600	39,830	98
BUCHANAN	M	C ST. JOSEPH	32,900	32,500	99
BUTLER		D PADUCAH-C.GIRARDEAU-HARRBG	14,900	14,560	98
CALDWELL		D KANSAS CITY	3,200	3,160	99
CALLAWAY	M	D COLUMBIA-JEFFERSON CITY	11,200	10,990	98
CAMDEN		D SPRINGFIELD, MO	10,500	10,320	98
CPE GIRARDEAU		C PADUCAH-C.GIRARDEAU-HARRBG	23,000	22,720	99
CARROLL		D KANSAS CITY	4,600	4,500	98
CARTER		D PADUCAH-C.GIRARDEAU-HARRBG	2,100	2,040	97
CASS	M	A KANSAS CITY	20,500	20,200	99
CEDAR		D SPRINGFIELD, MO	5,100	4,850	95
CHARITON		D COLUMBIA-JEFFERSON CITY	4,000	3,910	98
CHRISTIAN	M	B SPRINGFIELD, MO	10,600	10,390	98
CLARK	M	D QUINCY-HANNIBAL-KEOKUK	3,000	2,980	99
CLAY	M	A KANSAS CITY	56,300	55,840	99
CLINTON		D KANSAS CITY	6,300	6,220	99
COLE	M	C COLUMBIA-JEFFERSON CITY	22,900	22,630	99
COOPER		D COLUMBIA-JEFFERSON CITY	5,500	5,380	98
CRAWFORD		D ST. LOUIS	7,400	7,300	99
DADE		D SPRINGFIELD, MO	3,200	3,140	98
DALLAS	M	D SPRINGFIELD, MO	5,100	4,920	96
DAVIESS		D KANSAS CITY	3,400	3,310	97
DE KALB	M	D ST. JOSEPH	3,200	3,170	99
DENT		D SPRINGFIELD, MO	5,700	5,560	98
DOUGLAS		D SPRINGFIELD, MO	4,700	4,440	94
DUNKLIN		D PADUCAH-C.GIRARDEAU-HARRBG	13,100	12,850	98
FRANKLIN	M	A ST. LOUIS	27,200	26,690	98
GASCONADE		D ST. LOUIS	5,400	5,330	99
GENTRY		D KANSAS CITY	3,100	3,030	98
GREENE	M	B SPRINGFIELD, MO	78,500	76,970	98
GRUNDY		D KANSAS CITY	4,700	4,580	97
HARRISON		D ST. JOSEPH	4,200	4,120	98
HENRY		D KANSAS CITY	8,200	8,050	98
HICKORY		D SPRINGFIELD, MO	3,200	3,130	98
HOLT	M	D ST. JOSEPH	2,700	2,670	99
HOWARD		D COLUMBIA-JEFFERSON CITY	3,700	3,640	98
HOWELL		D SPRINGFIELD, MO	11,900	11,500	97
IRON		D ST. LOUIS	3,900	3,730	96
JACKSON	M	A KANSAS CITY	254,200	249,570	98
JASPER	M	C JOPLIN-PITTSBURG	35,400	34,910	99
JEFFERSON	M	A ST. LOUIS	55,800	55,060	99
JOHNSON		D KANSAS CITY	13,000	12,750	98
KNOX		D QUINCY-HANNIBAL-KEOKUK	2,100	1,990	95
LACLEDE		D SPRINGFIELD, MO	10,300	10,050	98
LAFAYETTE	M	D KANSAS CITY	11,800	11,620	98
LAWRENCE		D SPRINGFIELD, MO	12,100	11,870	98
LEWIS	M	D QUINCY-HANNIBAL-KEOKUK	3,900	3,830	98
LINCOLN		D ST. LOUIS	9,300	9,060	97
LINN		D KANSAS CITY	6,200	6,110	99
LIVINGSTON		D KANSAS CITY	5,900	5,800	98
MCDONALD		D JOPLIN-PITTSBURG	6,200	6,040	97
MACON		D QUINCY-HANNIBAL-KEOKUK	6,500	6,290	97
MADISON		D ST. LOUIS	4,800	4,690	98
MARIES		D COLUMBIA-JEFFERSON CITY	3,000	2,940	98
MARION	M	D QUINCY-HANNIBAL-KEOKUK	10,700	10,560	99
MERCER		D DES MOINES-AMES	1,600	1,580	99
MILLER		D COLUMBIA-JEFFERSON CITY	8,200	8,030	98
MISSISSIPPI		D PADUCAH-C.GIRARDEAU-HARRBG	5,300	5,240	99
MONITEAU		D COLUMBIA-JEFFERSON CITY	4,500	4,450	99
MONROE		D QUINCY-HANNIBAL-KEOKUK	3,600	3,570	99
MONTGOMERY		D ST. LOUIS	4,300	4,170	97
MORGAN		D COLUMBIA-JEFFERSON CITY	6,100	5,750	94
NEW MADRID		D PADUCAH-C.GIRARDEAU-HARRBG	7,700	7,520	98
NEWTON	M	C JOPLIN-PITTSBURG	16,700	16,470	99
NODAWAY		D ST. JOSEPH	7,600	7,470	98
OREGON		D SPRINGFIELD, MO	4,000	3,880	97
OSAGE		D COLUMBIA-JEFFERSON CITY	4,200	4,170	99
OZARK		D SPRINGFIELD, MO	3,500	3,410	97
PEMISCOT		D MEMPHIS	8,500	8,160	96
PERRY		D ST. LOUIS	6,200	6,130	99
PETTIS		D KANSAS CITY	14,000	13,590	97
PHELPS		D SPRINGFIELD, MO	12,200	11,850	97
PIKE		D ST. LOUIS	6,000	5,900	98
PLATTE	M	A KANSAS CITY	19,200	19,000	99
POLK	M	D SPRINGFIELD, MO	7,600	7,390	97
PULASKI		C SPRINGFIELD, MO	12,000	11,860	99
PUTNAM		D OTTUMWA-KIRKSVILLE	2,100	2,060	98
RALLS		D QUINCY-HANNIBAL-KEOKUK	3,400	3,360	99
RANDOLPH		D COLUMBIA-JEFFERSON CITY	9,800	9,620	98
RAY	M	A KANSAS CITY	8,300	8,210	99
REYNOLDS		D PADUCAH-C.GIRARDEAU-HARRBG	2,800	2,700	96
RIPLEY		D JONESBORO	5,200	4,840	93
ST CHARLES	M	A ST. LOUIS	63,400	62,680	99
ST CLAIR		D SPRINGFIELD, MO	3,400	3,310	97
ST FRANCOIS		C ST. LOUIS	16,400	16,220	99
ST LOUIS	M	A ST. LOUIS	370,400	364,960	99
STE GENEVIEVE		D ST. LOUIS	5,800	5,710	98
SALINE		D KANSAS CITY	9,500	9,310	98
SCHUYLER		D OTTUMWA-KIRKSVILLE	2,000	1,960	98
SCOTLAND		D QUINCY-HANNIBAL-KEOKUK	2,100	2,040	97
SCOTT		D PADUCAH-C.GIRARDEAU-HARRBG	14,900	14,690	99
SHANNON		D SPRINGFIELD, MO	2,900	2,810	97
SHELBY		D QUINCY-HANNIBAL-KEOKUK	3,000	2,950	98
STODDARD		D PADUCAH-C.GIRARDEAU-HARRBG	11,300	11,130	98
STONE		D SPRINGFIELD, MO	7,500	7,360	98
SULLIVAN		D OTTUMWA-KIRKSVILLE	2,800	2,760	99
TANEY		D SPRINGFIELD, MO	10,700	10,500	98
TEXAS		D SPRINGFIELD, MO	8,400	8,240	98
VERNON		D JOPLIN-PITTSBURG	7,800	7,650	98
WARREN		D ST. LOUIS	6,800	6,730	99
WASHINGTON		D ST. LOUIS	6,700	6,580	98
WAYNE		D PADUCAH-C.GIRARDEAU-HARRBG	4,900	4,820	98
WEBSTER	M	D SPRINGFIELD, MO	8,000	7,840	98
WORTH		D ST. JOSEPH	1,100	1,090	99
WRIGHT		D SPRINGFIELD, MO	6,200	6,030	97
ST LOUIS-IND	M	A ST. LOUIS	171,100	168,260	98
		STATE TOTAL	1,930,900	1,897,540	
MONTANA					
BEAVERHEAD		D BUTTE	3,200	3,050	95
BIG HORN		D BILLINGS	3,600	3,540	98
BLAINE		D GREAT FALLS	2,700	2,590	96
BROADWATER		D HELENA	1,600	1,560	98
CARBON		D BILLINGS	3,800	3,570	94
CARTER		D RAPID CITY	600	570	95
CASCADE	M	C GREAT FALLS	30,700	30,140	98
CHOUTEAU		D GREAT FALLS	2,200	2,170	99
CUSTER		D BILLINGS	5,500	5,290	96
DANIELS		D MINOT-BISMARCK-DICKINSON	1,000	970	97
DAWSON		D GLENDIVE	4,600	4,500	98
DEER LODGE	M	D BUTTE	4,100	4,030	98
FALLON		D RAPID CITY	1,400	1,360	97
FERGUS		D GREAT FALLS	5,000	4,820	96
FLATHEAD		C MISSOULA	23,800	23,090	97
GALLATIN		C BUTTE	18,900	17,870	95
GARFIELD		D BILLINGS	600	540	90
GLACIER		D GREAT FALLS	3,700	3,580	97
GOLDEN VALLEY		D BILLINGS	400	380	95
GRANITE		D MISSOULA	1,100	1,060	96
HILL		D GREAT FALLS	6,800	6,450	95
JEFFERSON		D BUTTE	3,100	3,010	97
JUDITH BASIN		D GREAT FALLS	1,000	960	96
LAKE	M	D MISSOULA	8,300	8,060	97
LEWIS & CLARK		C HELENA	19,600	19,130	98
LIBERTY		D GREAT FALLS	1,000	980	98
LINCOLN		D SPOKANE	6,700	6,370	95
MCCONE		D MINOT-BISMARCK-DICKINSON	900	880	98
MADISON		D BUTTE	2,200	2,160	98
MEAGHER		D GREAT FALLS	800	760	95
MINERAL		D MISSOULA	1,700	1,650	97
MISSOULA	M	C MISSOULA	32,200	30,470	95
MUSSELSHELL		D BILLINGS	1,800	1,720	96
PARK		D BILLINGS	5,700	5,370	94
PETROLEUM		D GREAT FALLS	200	190	95
PHILLIPS		D GREAT FALLS	2,200	2,110	96
PONDERA		D GREAT FALLS	2,500	2,430	97
POWDER RIVER		D RAPID CITY	900	850	94
POWELL		D BUTTE	2,400	2,340	98
PRAIRIE		D GLENDIVE	700	680	97
RAVALLI	M	D MISSOULA	10,700	10,320	96
RICHLAND		D MINOT-BISMARCK-DICKINSON	4,900	4,770	97
ROOSEVELT		D MINOT-BISMARCK-DICKINSON	3,800	3,690	97
ROSEBUD		D BILLINGS	4,400	4,120	94
SANDERS		D SPOKANE	3,900	3,770	97
SHERIDAN		D MINOT-BISMARCK-DICKINSON	2,100	2,020	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MONTANA (CONT'D)				
SILVER BOW	M D BUTTE	14,300	14,080	98
STILLWATER	D BILLINGS	2,500	2,430	97
SWEET GRASS	D BILLINGS	1,300	1,250	96
TETON	D GREAT FALLS	2,500	2,460	98
TOOLE	D GREAT FALLS	2,300	2,260	98
TREASURE	D BILLINGS	400	380	95
VALLEY	D MINOT-BISMARCK-DICKINSON	3,800	3,690	97
WHEATLAND	D BILLINGS	900	880	98
WIBAUX	D MINOT-BISMARCK-DICKINSON	500	490	98
YELLOWSTONE	M C BILLINGS	47,000	46,190	98
	STATE TOTAL	324,500	314,050	
NEBRASKA				
ADAMS	M D LINCOLN & HSTNGS-KRNY PLUS	12,100	12,020	99
ANTELOPE	D SIOUX CITY	3,200	3,150	98
ARTHUR	D NORTH PLATTE	200	200	100
BANNER	D CHEYENNE-SCOTTSBLUFF	300	300	100
BLAINE	D NORTH PLATTE	300	290	97
BOONE	D LINCOLN & HSTNGS-KRNY PLUS	2,600	2,560	98
BOX BUTTE	D DENVER	5,500	5,420	99
BOYD	D SIOUX FALLS(MITCHELL)	1,300	1,270	98
BROWN	D LINCOLN & HSTNGS-KRNY PLUS	1,700	1,660	98
BUFFALO	M D LINCOLN & HSTNGS-KRNY PLUS	13,800	13,620	99
BURT	D OMAHA	3,400	3,380	99
BUTLER	D OMAHA	3,400	3,360	99
CASS	D OMAHA	8,400	8,350	99
CEDAR	D SIOUX CITY	4,000	3,970	99
CHASE	D LINCOLN & HSTNGS-KRNY PLUS	1,900	1,890	99
CHERRY	D SIOUX FALLS(MITCHELL)	2,600	2,530	97
CHEYENNE	D DENVER	4,200	4,110	98
CLAY	D LINCOLN & HSTNGS-KRNY PLUS	3,000	2,980	99
COLFAX	D OMAHA	3,700	3,640	98
CUMING	D OMAHA	4,000	3,960	99
CUSTER	D LINCOLN & HSTNGS-KRNY PLUS	5,000	4,860	97
DAKOTA	M C SIOUX CITY	6,600	6,540	99
DAWES	D DENVER	3,500	3,450	99
DAWSON	D LINCOLN & HSTNGS-KRNY PLUS	8,400	8,280	99
DEUEL	D DENVER	1,000	990	99
DIXON	D SIOUX CITY	2,600	2,590	100
DODGE	D OMAHA	13,900	13,760	99
DOUGLAS	M B OMAHA	160,200	157,850	99
DUNDY	D WICHITA-HUTCHINSON PLUS	1,200	1,190	99
FILLMORE	D LINCOLN & HSTNGS-KRNY PLUS	2,900	2,840	98
FRANKLIN	D LINCOLN & HSTNGS-KRNY PLUS	1,700	1,680	99
FRONTIER	D LINCOLN & HSTNGS-KRNY PLUS	1,400	1,380	99
FURNAS	D LINCOLN & HSTNGS-KRNY PLUS	2,600	2,570	99
GAGE	D LINCOLN & HSTNGS-KRNY PLUS	9,000	8,900	99
GARDEN	D RAPID CITY	1,000	940	94
GARFIELD	D LINCOLN & HSTNGS-KRNY PLUS	1,000	990	99
GOSPER	D LINCOLN & HSTNGS-KRNY PLUS	800	800	100
GRANT	D RAPID CITY	300	300	100
GREELEY	D LINCOLN & HSTNGS-KRNY PLUS	1,200	1,180	98
HALL	M C LINCOLN & HSTNGS-KRNY PLUS	18,500	18,340	99
HAMILTON	D LINCOLN & HSTNGS-KRNY PLUS	3,400	3,310	97
HARLAN	D LINCOLN & HSTNGS-KRNY PLUS	1,700	1,680	99
HAYES	D LINCOLN & HSTNGS-KRNY PLUS	500	500	100
HITCHCOCK	D WICHITA-HUTCHINSON PLUS	1,500	1,480	99
HOLT	D LINCOLN & HSTNGS-KRNY PLUS	5,000	4,940	99
HOOKER	D NORTH PLATTE	400	380	95
HOWARD	D LINCOLN & HSTNGS-KRNY PLUS	2,400	2,380	99
JEFFERSON	D LINCOLN & HSTNGS-KRNY PLUS	3,700	3,660	99
JOHNSON	D OMAHA	2,000	1,980	99
KEARNEY	D LINCOLN & HSTNGS-KRNY PLUS	2,600	2,580	99
KEITH	D DENVER	3,700	3,620	98
KEYA PAHA	D SIOUX FALLS(MITCHELL)	500	500	100
KIMBALL	D DENVER	1,900	1,880	99
KNOX	D SIOUX CITY	4,000	3,940	99
LANCASTER	M B LINCOLN & HSTNGS-KRNY PLUS	82,600	81,190	98
LINCOLN	D NORTH PLATTE	12,800	12,640	99
LOGAN	D NORTH PLATTE	400	390	98
LOUP	D LINCOLN & HSTNGS-KRNY PLUS	300	300	100
MCPHERSON	D NORTH PLATTE	200	190	95
MADISON	D SIOUX CITY	12,800	12,650	99
MERRICK	D LINCOLN & HSTNGS-KRNY PLUS	3,200	3,170	99
MORRILL	D CHEYENNE-SCOTTSBLUFF	2,400	2,370	99
NANCE	D LINCOLN & HSTNGS-KRNY PLUS	1,800	1,780	99
NEMAHA	D OMAHA	3,200	3,160	99
NUCKOLLS	D LINCOLN & HSTNGS-KRNY PLUS	2,600	2,560	98
OTOE	D OMAHA	5,900	5,840	99
PAWNEE	D LINCOLN & HSTNGS-KRNY PLUS	1,500	1,480	99
PERKINS	D LINCOLN & HSTNGS-KRNY PLUS	1,500	1,500	100
PHELPS	D LINCOLN & HSTNGS-KRNY PLUS	3,700	3,670	99
PIERCE	D SIOUX CITY	3,100	3,070	99
PLATTE	D LINCOLN & HSTNGS-KRNY PLUS	10,700	10,600	99
POLK	D LINCOLN & HSTNGS-KRNY PLUS	2,300	2,290	100
RED WILLOW	D LINCOLN & HSTNGS-KRNY PLUS	5,000	4,950	99
RICHARDSON	D OMAHA	4,300	4,220	98
ROCK	D LINCOLN & HSTNGS-KRNY PLUS	900	890	99
SALINE	D LINCOLN & HSTNGS-KRNY PLUS	5,000	4,960	99
SARPY	M B OMAHA	32,400	32,190	99
SAUNDERS	D OMAHA	6,900	6,830	99
SCOTTS BLUFF	D CHEYENNE-SCOTTSBLUFF	14,400	14,150	98
SEWARD	D OMAHA	5,900	5,740	97
SHERIDAN	D RAPID CITY	2,900	2,860	99
SHERMAN	D LINCOLN & HSTNGS-KRNY PLUS	1,500	1,470	98
SIOUX	D RAPID CITY	700	690	99
STANTON	D SIOUX CITY	2,400	2,370	99
THAYER	D LINCOLN & HSTNGS-KRNY PLUS	2,800	2,780	99
THOMAS	D NORTH PLATTE	400	400	100
THURSTON	D SIOUX CITY	2,400	2,380	99
VALLEY	D LINCOLN & HSTNGS-KRNY PLUS	2,300	2,250	98
WASHINGTON	M D OMAHA	5,900	5,870	99
WAYNE	D SIOUX CITY	3,300	3,260	99
WEBSTER	D LINCOLN & HSTNGS-KRNY PLUS	2,000	1,940	97
WHEELER	D LINCOLN & HSTNGS-KRNY PLUS	400	390	98
YORK	D LINCOLN & HSTNGS-KRNY PLUS	5,700	5,640	99
	STATE TOTAL	614,200	606,000	
NEVADA				
CHURCHILL	D RENO	6,600	6,420	97
CLARK	M B LAS VEGAS	256,100	252,030	98
DOUGLAS	D RENO	10,500	10,310	98
ELKO	D SALT LAKE CITY	9,600	9,070	94
ESMERALDA	D RENO	300	280	93
EUREKA	D SALT LAKE CITY	500	470	94
HUMBOLDT	D RENO	4,500	4,100	91
LANDER	D RENO	1,900	1,780	94
LINCOLN	D LAS VEGAS	1,400	1,350	96
LYON	D RENO	7,400	7,130	96
MINERAL	D RENO	2,600	2,500	96
NYE	D LAS VEGAS	6,400	6,120	96
PERSHING	D RENO	1,500	1,460	97
STOREY	D RENO	700	680	97
WASHOE	M B RENO	104,600	101,740	97
WHITE PINE	D SALT LAKE CITY	3,100	3,020	97
CARSON CITY	D RENO	15,800	15,450	98
	STATE TOTAL	433,500	423,910	
NEW HAMPSHIRE				
BELKNAP	C BOSTON	19,000	18,590	98
CARROLL	D PORTLAND-AUBURN	14,500	14,030	97
CHESHIRE	C BOSTON	25,300	24,430	97
COOS	D PORTLAND-AUBURN	13,400	13,260	99
GRAFTON	C BURLINGTON-PLATTSBURGH	26,400	25,420	96
HILLSBOROUGH	B BOSTON	121,800	120,610	99
MERRIMACK	C BOSTON	44,200	43,380	98
ROCKINGHAM	B BOSTON	88,100	87,330	99
STRAFFORD	C BOSTON	35,100	34,720	99
SULLIVAN	D BOSTON	15,300	14,870	97
	STATE TOTAL	403,100	396,640	
NEW JERSEY				
ATLANTIC	B PHILADELPHIA	82,400	81,000	98
BERGEN	M A NEW YORK	318,300	316,070	99
BURLINGTON	M A PHILADELPHIA	135,800	134,900	99
CAMDEN	M A PHILADELPHIA	182,700	181,280	99
CAPE MAY	C PHILADELPHIA	41,100	40,420	98
CUMBERLAND	C PHILADELPHIA	48,700	48,120	99
ESSEX	M A NEW YORK	311,500	306,640	98
GLOUCESTER	M A PHILADELPHIA	76,200	75,590	99
HUDSON	M A NEW YORK	215,000	211,540	98
HUNTERDON	C NEW YORK	34,600	34,270	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEW JERSEY (CONT'D)					
MERCER		A PHILADELPHIA	118,100	116,770	99
MIDDLESEX	M	A NEW YORK	230,600	228,160	99
MONMOUTH		A NEW YORK	204,300	202,440	99
MORRIS	M	A NEW YORK	149,300	148,090	99
OCEAN		B NEW YORK	169,900	167,830	99
PASSAIC	M	A NEW YORK	168,300	165,980	99
SALEM		A PHILADELPHIA	25,000	24,740	99
SOMERSET	M	A NEW YORK	79,600	78,830	99
SUSSEX		C NEW YORK	45,200	44,760	99
UNION	M	A NEW YORK	188,900	187,030	99
WARREN		B NEW YORK	33,200	32,830	99
		STATE TOTAL	2,858,700	2,827,290	
NEW MEXICO					
BERNALILLO	M	B ALBUQUERQUE-SANTA FE	190,600	185,930	98
CATRON		D TUCSON(NOGALES)	900	700	78
CHAVES		C ROSWELL	21,700	21,260	98
CIBOLA		D ALBUQUERQUE-SANTA FE	10,300	10,060	98
COLFAX		D ALBUQUERQUE-SANTA FE	5,300	5,050	95
CURRY		C AMARILLO	16,200	15,950	98
DE BACA		D ALBUQUERQUE-SANTA FE	1,100	1,070	97
DONA ANA		C EL PASO	44,900	43,930	98
EDDY		C ROSWELL	19,500	19,060	98
GRANT		D ALBUQUERQUE-SANTA FE	9,400	9,090	97
GUADALUPE		D ALBUQUERQUE-SANTA FE	1,500	1,430	95
HARDING		D ALBUQUERQUE-SANTA FE	400	370	93
HIDALGO		D EL PASO	2,000	1,910	96
LEA-N		C ROSWELL	20,700	20,330	98
LEA-S		C ODESSA-MIDLAND	2,600	2,570	99
LINCOLN		D ALBUQUERQUE-SANTA FE	6,100	5,760	94
LOS ALAMOS		D ALBUQUERQUE-SANTA FE	7,500	7,360	98
LUNA		D EL PASO	6,500	6,300	97
MCKINLEY		C ALBUQUERQUE-SANTA FE	20,800	19,070	92
MORA		D ALBUQUERQUE-SANTA FE	1,500	1,320	88
OTERO		C EL PASO	17,700	17,330	98
QUAY		D ALBUQUERQUE-SANTA FE	4,600	4,390	95
RIO ARRIBA		D ALBUQUERQUE-SANTA FE	11,100	10,410	94
ROOSEVELT		D ROSWELL	6,200	6,070	98
SANDOVAL	M	B ALBUQUERQUE-SANTA FE	16,100	15,550	97
SAN JUAN		C ALBUQUERQUE-SANTA FE	33,000	31,450	95
SAN MIGUEL		D ALBUQUERQUE-SANTA FE	8,800	8,140	93
SANTA FE		C ALBUQUERQUE-SANTA FE	35,300	33,630	95
SIERRA		D ALBUQUERQUE-SANTA FE	4,200	3,910	93
SOCORRO		D ALBUQUERQUE-SANTA FE	4,700	4,560	97
TAOS		D ALBUQUERQUE-SANTA FE	7,500	7,030	94
TORRANCE		D ALBUQUERQUE-SANTA FE	3,400	3,290	97
UNION		D AMARILLO	1,900	1,780	94
VALENCIA		D ALBUQUERQUE-SANTA FE	14,700	14,350	98
		STATE TOTAL	558,700	540,410	
NEW YORK					
ALBANY	M	B ALBANY-SCHENECTADY-TROY	112,300	110,690	99
ALLEGANY		C BUFFALO	17,600	17,340	99
BRONX	M	A NEW YORK	458,200	448,620	98
BROOME	M	B BINGHAMTON	80,500	79,490	99
CATTARAUGUS		C BUFFALO	30,900	30,280	98
CAYUGA		C SYRACUSE	29,100	28,670	99
CHAUTAUQUA		C BUFFALO	55,000	54,210	99
CHEMUNG		C ELMIRA	34,100	33,590	99
CHENANGO		C BINGHAMTON	18,900	18,690	99
CLINTON	M	C BURLINGTON-PLATTSBURGH	26,900	26,660	99
COLUMBIA		C ALBANY-SCHENECTADY-TROY	23,400	23,050	99
CORTLAND		C SYRACUSE	16,700	16,530	99
DELAWARE		C BINGHAMTON	17,800	17,380	98
DUTCHESS		B NEW YORK	90,000	89,150	99
ERIE	M	B BUFFALO	358,600	354,730	99
ESSEX	M	D BURLINGTON-PLATTSBURGH	14,300	14,060	98
FRANKLIN		C BURLINGTON-PLATTSBURGH	16,000	15,590	97
FULTON		C ALBANY-SCHENECTADY-TROY	21,300	21,070	99
GENESEE		C BUFFALO	21,400	21,170	99
GREENE	M	C ALBANY-SCHENECTADY-TROY	16,700	16,450	99
HAMILTON		D ALBANY-SCHENECTADY-TROY	2,000	1,980	99
HERKIMER		B UTICA	24,700	24,400	99
JEFFERSON	M	C WATERTOWN	33,700	33,440	99
KINGS	M	A NEW YORK	899,200	870,070	97
LEWIS		D WATERTOWN	8,900	8,760	98

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEW YORK (CONT'D)					
LIVINGSTON		B ROCHESTER	20,100	19,810	99
MADISON	M	B SYRACUSE	22,500	22,230	99
MONROE	M	B ROCHESTER	270,500	267,800	99
MONTGOMERY	M	B ALBANY-SCHENECTADY-TROY	20,300	20,080	99
NASSAU	M	A NEW YORK	447,400	444,180	99
NEW YORK	M	A NEW YORK	765,400	727,210	95
NIAGARA	M	B BUFFALO	80,300	79,630	99
ONONDAGA	M	B SYRACUSE	171,900	170,060	99
ONTARIO		B ROCHESTER	33,100	32,780	99
ORANGE		B NEW YORK	96,200	94,880	99
ORLEANS		B ROCHESTER	14,000	13,800	99
OSWEGO	M	B SYRACUSE	41,600	41,260	99
OTSEGO		C UTICA	21,400	21,070	98
PUTNAM	M	A NEW YORK	28,400	28,160	99
QUEENS	M	A NEW YORK	754,900	745,090	99
RENSSELAER	M	B ALBANY-SCHENECTADY-TROY	56,100	55,380	99
RICHMOND	M	A NEW YORK	130,300	129,340	99
ROCKLAND	M	A NEW YORK	87,500	85,860	98
ST LAWRENCE-E		C BURLINGTON-PLATTSBURGH	13,200	13,060	99
ST LAWRENCE-W		C WATERTOWN	24,500	24,120	98
SARATOGA	M	B ALBANY-SCHENECTADY-TROY	59,100	58,400	99
SCHENECTADY	M	B ALBANY-SCHENECTADY-TROY	59,100	58,500	99
SCHOHARIE		D ALBANY-SCHENECTADY-TROY	11,100	10,960	99
SCHUYLER		D SYRACUSE	6,400	6,290	98
SENECA		D SYRACUSE	12,100	11,990	99
STEUBEN		C ELMIRA	36,600	35,990	98
SUFFOLK	M	A NEW YORK	426,600	422,510	99
SULLIVAN		C NEW YORK	25,100	23,930	95
TIOGA	M	B BINGHAMTON	18,700	18,390	98
TOMPKINS		C SYRACUSE	31,900	29,420	92
ULSTER		B NEW YORK	62,100	60,070	97
WARREN		C ALBANY-SCHENECTADY-TROY	21,000	20,650	98
WASHINGTON		C ALBANY-SCHENECTADY-TROY	20,000	19,730	99
WAYNE		B ROCHESTER	31,900	31,580	99
WESTCHESTER	M	A NEW YORK	322,400	318,630	99
WYOMING		D BUFFALO	13,700	13,600	99
YATES		D SYRACUSE	8,700	8,580	99
ONEIDA-E		B UTICA	54,000	53,310	99
ONEIDA-W		B SYRACUSE	37,500	37,040	99
		STATE TOTAL	6,785,800	6,651,440	
NORTH CAROLINA					
ALAMANCE		C GREENSBORO-H.POINT-W.SALEM	40,200	39,780	99
ALEXANDER		C CHARLOTTE	10,300	10,160	99
ALLEGHANY		D GREENSBORO-H.POINT-W.SALEM	4,000	3,940	99
ANSON		D CHARLOTTE	9,100	8,980	99
ASHE		D CHARLOTTE	9,300	9,070	98
AVERY		D TRI-CITIES, TN-VA	5,400	5,280	98
BEAUFORT	M	C GREENVILLE-N.BERN-WASHNGTN	16,700	16,440	98
BERTIE		D GREENVILLE-N.BERN-WASHNGTN	7,600	7,370	97
BLADEN		D WILMINGTON	11,400	11,160	98
BRUNSWICK	M	C WILMINGTON	19,200	18,780	98
BUNCOMBE	M	B GREENVILLE-SPART-ASHEVILLE	69,800	68,220	98
BURKE		C CHARLOTTE	29,400	29,020	99
CABARRUS	M	B CHARLOTTE	35,700	35,280	99
CALDWELL		C CHARLOTTE	26,900	26,440	98
CAMDEN		D NORFOLK-PORTSMTH-NEWPT NWS	2,000	1,980	99
CARTERET		C GREENVILLE-N.BERN-WASHNGTN	21,200	20,790	98
CASWELL		D GREENSBORO-H.POINT-W.SALEM	7,300	7,200	99
CATAWBA		C CHARLOTTE	44,700	44,260	99
CHATHAM		D RALEIGH-DURHAM	14,400	14,210	99
CHEROKEE		D CHATTANOOGA	8,100	7,850	97
CHOWAN		D NORFOLK-PORTSMTH-NEWPT NWS	5,300	5,230	99
CLAY		D ATLANTA	2,900	2,810	97
CLEVELAND		C CHARLOTTE	32,400	31,900	98
COLUMBUS	M	C WILMINGTON	19,200	18,800	98
CRAVEN	M	C GREENVILLE-N.BERN-WASHNGTN	30,600	30,180	99
CUMBERLAND		B RALEIGH-DURHAM	87,400	86,180	99
CURRITUCK		B NORFOLK-PORTSMTH-NEWPT NWS	5,500	5,410	98
DARE		D NORFOLK-PORTSMTH-NEWPT NWS	8,600	8,400	98
DAVIDSON	M	B GREENSBORO-H.POINT-W.SALEM	46,400	45,550	98
DAVIE	M	D GREENSBORO-H.POINT-W.SALEM	11,100	10,830	98
DUPLIN		C GREENVILLE-N.BERN-WASHNGTN	15,500	15,240	98
DURHAM	M	B RALEIGH-DURHAM	67,500	66,220	98
EDGECOMBE		C GREENVILLE-N.BERN-WASHNGTN	20,900	20,500	98
FORSYTH	M	B GREENSBORO-H.POINT-W.SALEM	106,100	104,640	99
FRANKLIN	M	D RALEIGH-DURHAM	12,700	12,500	98

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH CAROLINA (CONT'D)					
GASTON	M B	CHARLOTTE	64,000	63,190	99
GATES	D	NORFOLK-PORTSMTH-NEWPT NWS	3,300	3,240	98
GRAHAM	D	GREENVILLE-SPART-ASHEVILLE	2,500	2,440	98
GRANVILLE	D	RALEIGH-DURHAM	12,700	12,500	98
GREENE	M D	GREENVILLE-N.BERN-WASHNGTN	5,400	5,330	99
GUILFORD	M B	GREENSBORO-H.POINT-W.SALEM	129,100	127,600	99
HALIFAX	C	RALEIGH-DURHAM	19,700	19,270	98
HARNETT	C	RALEIGH-DURHAM	23,800	23,450	99
HAYWOOD	C	GREENVILLE-SPART-ASHEVILLE	19,600	19,130	98
HENDERSON	M C	GREENVILLE-SPART-ASHEVILLE	29,600	29,060	98
HERTFORD	D	NORFOLK-PORTSMTH-NEWPT NWS	8,400	8,170	97
HOKE	D	RALEIGH-DURHAM	7,300	7,180	98
HYDE	D	GREENVILLE-N.BERN-WASHNGTN	2,100	2,030	97
IREDELL	C	CHARLOTTE	34,300	33,660	98
JACKSON	D	GREENVILLE-SPART-ASHEVILLE	9,800	9,620	98
JOHNSTON	C	RALEIGH-DURHAM	30,900	30,430	98
JONES	D	GREENVILLE-N.BERN-WASHNGTN	3,200	3,130	98
LEE	D	RALEIGH-DURHAM	16,000	15,780	99
LENOIR	M C	GREENVILLE-N.BERN-WASHNGTN	22,400	22,030	98
LINCOLN	M C	CHARLOTTE	18,100	17,970	99
MCDOWELL	D	GREENVILLE-SPART-ASHEVILLE	13,600	13,310	98
MACON	D	GREENVILLE-SPART-ASHEVILLE	9,800	9,370	96
MADISON	M B	GREENVILLE-SPART-ASHEVILLE	6,600	6,250	95
MARTIN	D	GREENVILLE-N.BERN-WASHNGTN	9,500	9,360	99
MECKLENBURG	M B	CHARLOTTE	184,200	181,600	99
MITCHELL	D	GREENVILLE-SPART-ASHEVILLE	5,400	5,290	98
MONTGOMERY	D	GREENSBORO-H.POINT-W.SALEM	8,900	8,700	98
MOORE	C	RALEIGH-DURHAM	23,600	23,250	99
NASH-E	C	GREENVILLE-N.BERN-WASHNGTN	16,100	15,860	99
NASH-W	C	RALEIGH-DURHAM	11,500	11,320	98
NEW HANOVER	M C	WILMINGTON	46,400	45,710	99
NORTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	7,700	7,490	97
ONSLOW	C	GREENVILLE-N.BERN-WASHNGTN	38,900	38,390	99
ORANGE	M B	RALEIGH-DURHAM	34,100	33,080	97
PAMLICO	D	GREENVILLE-N.BERN-WASHNGTN	4,200	4,130	98
PASQUOTANK	D	NORFOLK-PORTSMTH-NEWPT NWS	10,900	10,710	98
PENDER	M D	WILMINGTON	9,600	9,370	98
PERQUIMANS	D	NORFOLK-PORTSMTH-NEWPT NWS	4,300	4,170	97
PERSON	D	RALEIGH-DURHAM	11,300	11,110	98
PITT	M C	GREENVILLE-N.BERN-WASHNGTN	38,800	38,190	98
POLK	M D	GREENVILLE-SPART-ASHEVILLE	5,800	5,730	99
RANDOLPH	M B	GREENSBORO-H.POINT-W.SALEM	39,300	38,580	98
RICHMOND	C	CHARLOTTE	18,000	17,740	99
ROBESON	C	WILMINGTON	35,800	35,160	98
ROCKINGHAM	C	GREENSBORO-H.POINT-W.SALEM	33,400	32,950	99
ROWAN	M B	CHARLOTTE	41,300	40,810	99
RUTHERFORD	C	GREENVILLE-SPART-ASHEVILLE	21,900	21,610	99
SAMPSON	C	RALEIGH-DURHAM	18,800	18,570	99
SCOTLAND	D	RALEIGH-DURHAM	11,900	11,710	98
STANLY	C	CHARLOTTE	19,900	19,760	99
STOKES	M B	GREENSBORO-H.POINT-W.SALEM	13,600	13,430	99
SURRY	C	GREENSBORO-H.POINT-W.SALEM	24,600	24,370	99
SWAIN	D	GREENVILLE-SPART-ASHEVILLE	4,200	4,090	97
TRANSYLVANIA	D	GREENVILLE-SPART-ASHEVILLE	10,300	10,190	99
TYRRELL	D	GREENVILLE-N.BERN-WASHNGTN	1,500	1,470	98
UNION	M B	CHARLOTTE	28,700	28,290	99
VANCE	D	RALEIGH-DURHAM	14,300	14,070	98
WAKE	M B	RALEIGH-DURHAM	148,800	146,690	99
WARREN	D	RALEIGH-DURHAM	5,800	5,730	99
WASHINGTON	D	GREENVILLE-N.BERN-WASHNGTN	5,100	4,980	98
WATAUGA	D	CHARLOTTE	12,900	12,320	96
WAYNE	C	RALEIGH-DURHAM	36,100	35,540	98
WILKES	C	GREENSBORO-H.POINT-W.SALEM	23,800	23,290	98
WILSON	C	RALEIGH-DURHAM	24,100	23,670	98
YADKIN	M B	GREENSBORO-H.POINT-W.SALEM	11,500	11,330	99
YANCEY	D	GREENVILLE-SPART-ASHEVILLE	5,900	5,690	96
		STATE TOTAL	2,439,700	2,400,240	
NORTH DAKOTA					
ADAMS	D	MINOT-BISMARCK-DICKINSON	1,300	1,280	98
BARNES	D	FARGO-VALLEY CITY	4,900	4,830	99
BENSON	D	FARGO-VALLEY CITY	2,500	2,440	98
BILLINGS	D	MINOT-BISMARCK-DICKINSON	400	400	100
BOTTINEAU	D	MINOT-BISMARCK-DICKINSON	3,200	3,180	99
BOWMAN	D	MINOT-BISMARCK-DICKINSON	1,600	1,570	98
BURKE	D	MINOT-BISMARCK-DICKINSON	1,400	1,360	97
BURLEIGH	C	MINOT-BISMARCK-DICKINSON	23,400	23,120	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH DAKOTA (CONT'D)					
CASS	C	FARGO-VALLEY CITY	39,200	38,550	98
CAVALIER	D	FARGO-VALLEY CITY	2,600	2,580	99
DICKEY	D	FARGO-VALLEY CITY	2,500	2,460	98
DIVIDE	D	MINOT-BISMARCK-DICKINSON	1,200	1,180	98
DUNN	D	MINOT-BISMARCK-DICKINSON	1,600	1,580	99
EDDY	D	FARGO-VALLEY CITY	1,300	1,280	98
EMMONS	D	MINOT-BISMARCK-DICKINSON	2,000	1,980	99
FOSTER	D	FARGO-VALLEY CITY	1,600	1,570	98
GOLDEN VALLEY	D	MINOT-BISMARCK-DICKINSON	900	890	99
GRAND FORKS	C	FARGO-VALLEY CITY	24,300	23,970	99
GRANT	D	MINOT-BISMARCK-DICKINSON	1,500	1,480	99
GRIGGS	D	FARGO-VALLEY CITY	1,400	1,390	99
HETTINGER	D	MINOT-BISMARCK-DICKINSON	1,500	1,480	99
KIDDER	D	MINOT-BISMARCK-DICKINSON	1,400	1,390	99
LA MOURE	D	FARGO-VALLEY CITY	2,300	2,280	99
LOGAN	D	MINOT-BISMARCK-DICKINSON	1,200	1,170	98
MCHENRY	D	MINOT-BISMARCK-DICKINSON	2,800	2,750	98
MCINTOSH	D	MINOT-BISMARCK-DICKINSON	1,900	1,870	98
MCKENZIE	D	MINOT-BISMARCK-DICKINSON	2,700	2,660	99
MCLEAN	D	MINOT-BISMARCK-DICKINSON	4,500	4,430	98
MERCER	D	MINOT-BISMARCK-DICKINSON	5,200	5,080	98
MORTON	C	MINOT-BISMARCK-DICKINSON	9,800	9,680	99
MOUNTRAIL	D	MINOT-BISMARCK-DICKINSON	2,900	2,820	97
NELSON	D	FARGO-VALLEY CITY	2,000	1,990	100
OLIVER	D	MINOT-BISMARCK-DICKINSON	800	790	99
PEMBINA	D	FARGO-VALLEY CITY	3,700	3,640	98
PIERCE	D	MINOT-BISMARCK-DICKINSON	2,000	1,980	99
RAMSEY	D	FARGO-VALLEY CITY	5,000	4,900	98
RANSOM	D	FARGO-VALLEY CITY	2,400	2,340	98
RENVILLE	D	MINOT-BISMARCK-DICKINSON	1,300	1,290	99
RICHLAND	D	FARGO-VALLEY CITY	7,000	6,900	99
ROLETTE	D	MINOT-BISMARCK-DICKINSON	3,700	3,630	98
SARGENT	D	FARGO-VALLEY CITY	2,000	1,970	99
SHERIDAN	D	MINOT-BISMARCK-DICKINSON	1,000	990	99
SIOUX	D	MINOT-BISMARCK-DICKINSON	900	880	98
SLOPE	D	MINOT-BISMARCK-DICKINSON	400	400	100
STARK	D	MINOT-BISMARCK-DICKINSON	8,700	8,600	99
STEELE	D	FARGO-VALLEY CITY	1,100	1,080	98
STUTSMAN	D	FARGO-VALLEY CITY	9,200	9,090	99
TOWNER	D	FARGO-VALLEY CITY	1,600	1,580	99
TRAILL	D	FARGO-VALLEY CITY	3,500	3,450	99
WALSH	D	FARGO-VALLEY CITY	5,700	5,640	99
WARD	C	MINOT-BISMARCK-DICKINSON	21,600	21,360	99
WELLS	D	MINOT-BISMARCK-DICKINSON	2,700	2,640	98
WILLIAMS	D	MINOT-BISMARCK-DICKINSON	10,100	9,930	98
		STATE TOTAL	251,400	247,770	
OHIO					
ADAMS	D	CINCINNATI	9,400	9,140	97
ALLEN	B	LIMA	41,300	40,780	99
ASHLAND	C	CLEVELAND,AKRON	16,700	16,470	99
ASHTABULA	C	CLEVELAND,AKRON	37,400	36,930	99
ATHENS	C	CHARLESTON-HUNTINGTON	19,800	19,160	97
AUGLAIZE	B	DAYTON	16,200	16,090	99
BELMONT	M B	WHEELING-STEUBENVILLE	30,900	30,620	99
BROWN	D	CINCINNATI	12,600	12,410	98
BUTLER	A	CINCINNATI	99,800	98,750	99
CARROLL	B	CLEVELAND,AKRON	10,000	9,890	99
CHAMPAIGN	B	DAYTON	13,100	12,930	99
CLARK	M B	DAYTON	55,400	54,700	99
CLERMONT	M A	CINCINNATI	50,700	49,960	99
CLINTON	D	DAYTON	13,700	13,570	99
COLUMBIANA	C	YOUNGSTOWN	41,400	40,830	99
COSHOCTON	D	COLUMBUS, OH	14,100	13,710	97
CRAWFORD	C	CLEVELAND,AKRON	18,600	18,370	99
CUYAHOGA	M A	CLEVELAND,AKRON	569,600	563,280	99
DARKE	C	DAYTON	20,700	20,350	98
DEFIANCE	D	TOLEDO	14,400	14,260	99
DELAWARE	M B	COLUMBUS, OH	21,900	21,640	99
ERIE	C	CLEVELAND,AKRON	29,200	29,000	99
FAIRFIELD	M B	COLUMBUS, OH	35,400	35,160	99
FAYETTE	D	COLUMBUS, OH	10,200	10,070	99
FRANKLIN	M B	COLUMBUS, OH	367,600	364,070	99
FULTON	M B	TOLEDO	14,500	14,200	98
GALLIA	D	CHARLESTON-HUNTINGTON	11,000	10,790	98
GEAUGA	M A	CLEVELAND,AKRON	25,500	25,030	98
GREENE	M B	DAYTON	46,200	45,710	99
GUERNSEY	C	WHEELING-STEUBENVILLE	15,200	14,930	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OHIO (CONT'D)				
HAMILTON	M A CINCINNATI	338,900	334,870	99
HANCOCK	C TOLEDO	25,100	24,840	99
HARDIN	D COLUMBUS, OH	11,900	11,750	99
HARRISON	D WHEELING-STEUBENVILLE	6,100	6,040	99
HENRY	D TOLEDO	10,500	10,420	99
HIGHLAND	D CINCINNATI	13,600	13,290	98
HOCKING	D COLUMBUS, OH	9,800	9,660	99
HOLMES	D CLEVELAND,AKRON	9,000	8,050	89
HURON	C CLEVELAND,AKRON	20,500	20,350	99
JACKSON	D CHARLESTON-HUNTINGTON	11,200	11,000	98
JEFFERSON	M B WHEELING-STEUBENVILLE	31,800	31,510	99
KNOX	C COLUMBUS, OH	17,800	17,620	99
LAKE	M A CLEVELAND,AKRON	78,800	78,410	100
LAWRENCE	M B CHARLESTON-HUNTINGTON	23,400	23,170	99
LICKING	M C COLUMBUS, OH	47,600	47,010	99
LOGAN	D DAYTON	15,800	15,600	99
LORAIN	M A CLEVELAND,AKRON	96,900	96,010	99
LUCAS	M B TOLEDO	179,400	177,570	99
MADISON	M B COLUMBUS, OH	11,100	10,920	98
MAHONING	M B YOUNGSTOWN	104,200	103,290	99
MARION	C COLUMBUS, OH	23,800	23,580	99
MEDINA	M A CLEVELAND,AKRON	40,600	40,330	99
MEIGS	D CHARLESTON-HUNTINGTON	9,100	8,930	98
MERCER	D DAYTON	13,400	13,290	99
MIAMI	M B DAYTON	34,400	33,900	99
MONROE	D WHEELING-STEUBENVILLE	6,100	6,000	98
MONTGOMERY	M B DAYTON	225,200	222,990	99
MORGAN	D COLUMBUS, OH	5,300	5,230	99
MORROW	D COLUMBUS, OH	10,000	9,820	98
MUSKINGUM	C ZANESVILLE	32,000	31,580	99
NOBLE	D WHEELING-STEUBENVILLE	4,300	4,210	98
OTTAWA	M B TOLEDO	15,400	15,300	99
PAULDING	D FT. WAYNE	7,500	7,340	98
PERRY	D COLUMBUS, OH	11,700	11,530	99
PICKAWAY	M B COLUMBUS, OH	15,400	15,280	99
PIKE	D COLUMBUS, OH	9,100	8,950	98
PORTAGE	A CLEVELAND,AKRON	49,100	48,680	99
PREBLE	M B DAYTON	14,900	14,600	98
PUTNAM	B TOLEDO	11,100	11,000	99
RICHLAND	C CLEVELAND,AKRON	48,600	47,810	98
ROSS	C COLUMBUS, OH	24,000	23,530	98
SANDUSKY	C TOLEDO	23,800	23,580	99
SCIOTO	C CHARLESTON-HUNTINGTON	30,300	29,870	99
SENECA	C TOLEDO	21,900	21,650	99
SHELBY	C DAYTON	15,100	15,000	99
STARK	B CLEVELAND,AKRON	139,100	137,280	99
SUMMIT	A CLEVELAND,AKRON	195,500	193,640	99
TRUMBULL	M B YOUNGSTOWN	87,200	86,400	99
TUSCARAWAS	C CLEVELAND,AKRON	33,400	32,910	99
UNION	M D COLUMBUS, OH	11,300	11,150	99
VAN WERT	B FT. WAYNE	11,700	11,640	99
VINTON	D CHARLESTON-HUNTINGTON	4,400	4,270	97
WARREN	M A CINCINNATI	36,900	36,410	99
WASHINGTON	M B PARKERSBURG	24,000	23,670	99
WAYNE	C CLEVELAND,AKRON	36,600	35,740	98
WILLIAMS	D TOLEDO	14,200	14,010	99
WOOD	M B TOLEDO	39,200	38,790	99
WYANDOT	D TOLEDO	8,200	8,150	99
	STATE TOTAL	4,089,700	4,042,220	
OKLAHOMA				
ADAIR	D TULSA	7,100	6,860	97
ALFALFA	D OKLAHOMA CITY	2,600	2,520	97
ATOKA	D ADA-ARDMORE	4,800	4,710	98
BEAVER	D WICHITA-HUTCHINSON PLUS	3,100	3,040	98
BECKHAM	D OKLAHOMA CITY	8,800	8,590	98
BLAINE	D OKLAHOMA CITY	5,300	5,190	98
BRYAN	M D ADA-ARDMORE	13,300	12,990	98
CADDO	D OKLAHOMA CITY	12,500	12,280	98
CANADIAN	M B OKLAHOMA CITY	26,300	25,920	99
CARTER	M C ADA-ARDMORE	18,100	17,750	98
CHEROKEE	D TULSA	12,600	12,300	98
CHOCTAW	D ADA-ARDMORE	6,100	5,850	96
CIMARRON	D AMARILLO	1,600	1,510	94
CLEVELAND	M B OKLAHOMA CITY	61,000	60,150	99
COAL	D ADA-ARDMORE	2,200	2,160	98
COMANCHE	M C WICHITA FALLS & LAWTON	38,600	37,930	98
COTTON	M D WICHITA FALLS & LAWTON	2,900	2,870	99
CRAIG	D TULSA	5,600	5,500	98
CREEK	M B TULSA	26,600	25,900	97
CUSTER	D OKLAHOMA CITY	12,200	11,880	97
DELAWARE	D TULSA	11,200	10,900	97
DEWEY	D OKLAHOMA CITY	2,200	2,100	95
ELLIS	D OKLAHOMA CITY	2,200	2,130	97
GARFIELD	C OKLAHOMA CITY	24,800	24,440	99
GARVIN	D OKLAHOMA CITY	11,500	11,230	98
GRADY	D OKLAHOMA CITY	16,700	16,160	97
GRANT	D OKLAHOMA CITY	2,600	2,540	98
GREER	D OKLAHOMA CITY	3,000	2,940	98
HARMON	D OKLAHOMA CITY	1,700	1,670	98
HARPER	D OKLAHOMA CITY	1,800	1,750	97
HASKELL	D TULSA	4,700	4,590	98
HUGHES	D OKLAHOMA CITY	5,700	5,690	100
JACKSON	D WICHITA FALLS & LAWTON	10,900	10,680	98
JEFFERSON	D WICHITA FALLS & LAWTON	3,200	3,130	98
JOHNSTON	M D ADA-ARDMORE	4,100	4,040	99
KAY	C OKLAHOMA CITY	20,500	20,240	99
KINGFISHER	D OKLAHOMA CITY	5,800	5,670	98
KIOWA	D OKLAHOMA CITY	5,100	4,810	94
LATIMER	D TULSA	3,800	3,580	94
LE FLORE	M B FT. SMITH	17,200	16,700	97
LINCOLN	D OKLAHOMA CITY	12,200	11,970	98
LOGAN	M D OKLAHOMA CITY	11,400	11,160	98
LOVE	D ADA-ARDMORE	3,300	3,230	98
MCCLAIN	M B OKLAHOMA CITY	9,300	9,110	98
MCCURTAIN	D SHREVEPORT	12,800	12,420	97
MCINTOSH	D TULSA	7,200	7,100	99
MAJOR	D OKLAHOMA CITY	3,300	3,170	96
MARSHALL	M D ADA-ARDMORE	5,200	5,130	99
MAYES	M B TULSA	13,200	12,920	98
MURRAY	D OKLAHOMA CITY	5,100	5,040	99
MUSKOGEE	C TULSA	26,700	26,150	98
NOBLE	D OKLAHOMA CITY	4,800	4,690	98
NOWATA	D TULSA	4,300	4,200	98
OKFUSKEE	D TULSA	4,500	4,220	94
OKLAHOMA	M B OKLAHOMA CITY	252,500	248,790	99
OKMULGEE	D TULSA	15,200	14,770	97
OSAGE	M B TULSA	16,000	15,770	99
OTTAWA	D JOPLIN-PITTSBURG	12,900	12,660	98
PAWNEE	D TULSA	7,100	7,030	99
PAYNE	C OKLAHOMA CITY	24,600	23,860	97
PITTSBURG	C TULSA	17,200	16,840	98
PONTOTOC	M D ADA-ARDMORE	13,400	13,200	99
POTTAWATOMIE	M B OKLAHOMA CITY	22,600	22,250	98
PUSHMATAHA	D ADA-ARDMORE	5,000	4,720	94
ROGER MILLS	D OKLAHOMA CITY	2,100	2,050	98
ROGERS	M B TULSA	20,700	20,210	98
SEMINOLE	D OKLAHOMA CITY	10,900	10,710	98
SEQUOYAH	M B FT. SMITH	12,700	12,330	97
STEPHENS	C WICHITA FALLS & LAWTON	17,400	17,110	98
TEXAS	D AMARILLO	6,500	6,370	98
TILLMAN	M D WICHITA FALLS & LAWTON	4,200	4,140	99
TULSA	M B TULSA	211,200	206,810	98
WAGONER	M B TULSA	18,200	17,880	98
WASHINGTON	C TULSA	18,300	18,120	99
WASHITA	D OKLAHOMA CITY	5,300	5,150	97
WOODS	D OKLAHOMA CITY	4,100	3,970	97
WOODWARD	D OKLAHOMA CITY	8,000	7,660	96
	STATE TOTAL	1,279,400	1,253,800	
OREGON				
BAKER	D PORTLAND, OR	6,000	5,660	94
BENTON	C EUGENE	24,200	23,270	96
CLACKAMAS	M B PORTLAND, OR	95,100	92,450	97
CLATSOP	D PORTLAND, OR	13,000	12,440	96
COLUMBIA	D PORTLAND, OR	13,600	13,260	98
COOS	C EUGENE	23,200	22,160	96
CROOK	D PORTLAND, OR	5,400	4,990	92
CURRY	D MEDFORD-KLAMATH FALLS	7,200	6,950	97
DESCHUTES	M C BEND, OR	27,100	26,090	96
DOUGLAS	C EUGENE	35,500	34,330	97
GILLIAM	D PORTLAND, OR	800	770	96
GRANT	D BOISE	3,300	3,090	94
HARNEY	D PORTLAND, OR	2,900	2,750	95

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OREGON (CONT'D)				
HOOD RIVER	D PORTLAND, OR	6,300	6,070	96
JACKSON	M C MEDFORD-KLAMATH FALLS	55,100	52,990	96
JEFFERSON	D PORTLAND, OR	4,600	4,360	95
JOSEPHINE	C MEDFORD-KLAMATH FALLS	29,100	27,980	96
KLAMATH	C MEDFORD-KLAMATH FALLS	22,100	21,600	98
LAKE	D MEDFORD-KLAMATH FALLS	2,900	2,780	96
LANE	M B EUGENE	105,500	101,450	96
LINCOLN	D PORTLAND, OR	15,900	14,700	92
LINN	C PORTLAND, OR	33,600	32,180	96
MALHEUR	D BOISE	9,900	9,670	98
MARION	M B PORTLAND, OR	82,700	80,330	97
MORROW	D YAKIMA	3,000	2,880	96
MULTNOMAH	M B PORTLAND, OR	242,400	235,690	97
POLK	B PORTLAND, OR	17,500	16,890	97
SHERMAN	D PORTLAND, OR	800	790	99
TILLAMOOK	D PORTLAND, OR	8,600	8,250	96
UMATILLA	C YAKIMA	21,900	21,190	97
UNION	D PORTLAND, OR	8,600	8,350	97
WALLOWA	D SPOKANE	3,000	2,920	97
WASCO	D PORTLAND, OR	8,200	7,950	97
WASHINGTON	M B PORTLAND, OR	110,800	108,920	98
WHEELER	D PORTLAND, OR	700	630	90
YAMHILL	C PORTLAND, OR	21,100	20,500	97
	STATE TOTAL	1,071,600	1,037,280	
PENNSYLVANIA				
ADAMS	M B HARRISBURG-LNCSTR-LEB-YORK	25,800	25,390	98
ALLEGHENY	M A PITTSBURGH	545,500	539,830	99
ARMSTRONG	C PITTSBURGH	30,600	30,250	99
BEAVER	M A PITTSBURGH	71,300	70,660	99
BEDFORD	C JOHNSTOWN-ALTOONA	17,800	17,340	97
BERKS	B PHILADELPHIA	128,300	126,360	98
BLAIR	M C JOHNSTOWN-ALTOONA	50,700	50,050	99
BRADFORD	C BINGHAMTON	24,200	23,750	98
BUCKS	M A PHILADELPHIA	188,000	186,360	99
BUTLER	C PITTSBURGH	55,700	55,280	99
CAMBRIA	M B JOHNSTOWN-ALTOONA	63,100	62,540	99
CAMERON	D JOHNSTOWN-ALTOONA	2,700	2,650	98
CARBON	B WILKES BARRE-SCRANTON	21,800	21,580	99
CENTRE	C JOHNSTOWN-ALTOONA	40,000	38,950	97
CHESTER	M A PHILADELPHIA	124,800	123,190	99
CLARION	C PITTSBURGH	15,000	14,600	97
CLEARFIELD	C JOHNSTOWN-ALTOONA	30,800	30,390	99
CLINTON	D WILKES BARRE-SCRANTON	14,400	14,160	98
COLUMBIA	M C WILKES BARRE-SCRANTON	23,400	23,120	99
CRAWFORD	C ERIE	32,300	31,720	98
CUMBERLAND	M B HARRISBURG-LNCSTR-LEB-YORK	73,100	72,280	99
DAUPHIN	M B HARRISBURG-LNCSTR-LEB-YORK	96,800	95,530	99
DELAWARE	M A PHILADELPHIA	209,000	207,430	99
ELK	D JOHNSTOWN-ALTOONA	13,900	13,730	99
ERIE	M B ERIE	103,900	102,900	99
FAYETTE	M B PITTSBURGH	60,000	59,390	99
FOREST	D PITTSBURGH	1,900	1,820	96
FRANKLIN	C WASHINGTON, DC	45,600	44,170	97
FULTON	D JOHNSTOWN-ALTOONA	5,500	5,320	97
GREENE	C PITTSBURGH	15,400	15,110	98
HUNTINGDON	C JOHNSTOWN-ALTOONA	15,400	15,080	98
INDIANA	C PITTSBURGH	32,700	32,310	99
JEFFERSON	C JOHNSTOWN-ALTOONA	19,300	19,030	99
JUNIATA	D HARRISBURG-LNCSTR-LEB-YORK	7,600	7,400	97
LACKAWANNA	M B WILKES BARRE-SCRANTON	85,500	84,880	99
LANCASTER	M B HARRISBURG-LNCSTR-LEB-YORK	146,000	139,120	95
LAWRENCE	C PITTSBURGH	38,200	37,730	99
LEBANON	M C HARRISBURG-LNCSTR-LEB-YORK	41,400	40,600	98
LEHIGH	B PHILADELPHIA	113,100	111,420	99
LUZERNE	M B WILKES BARRE-SCRANTON	128,500	127,400	99
LYCOMING	C WILKES BARRE-SCRANTON	44,000	43,270	98
MCKEAN	C BUFFALO	18,200	17,810	98
MERCER	C YOUNGSTOWN	46,100	45,660	99
MIFFLIN	C HARRISBURG-LNCSTR-LEB-YORK	18,100	17,440	96
MONROE	M B WILKES BARRE-SCRANTON	33,700	33,220	99
MONTGOMERY	M A PHILADELPHIA	252,200	250,260	99
MONTOUR	D WILKES BARRE-SCRANTON	6,100	5,890	97
NORTHAMPTON	B PHILADELPHIA	89,900	88,730	99
NORTHUMBERLND	C WILKES BARRE-SCRANTON	40,400	39,710	98
PERRY	M B HARRISBURG-LNCSTR-LEB-YORK	15,300	15,060	98
PHILADELPHIA	M A PHILADELPHIA	635,300	624,950	98
PENNSYLVANIA (CONT'D)				
PIKE	D NEW YORK	9,700	9,570	99
POTTER	D BUFFALO	7,000	6,820	97
SCHUYLKILL	B WILKES BARRE-SCRANTON	63,500	62,640	99
SNYDER	D WILKES BARRE-SCRANTON	12,800	12,410	97
SOMERSET	M B JOHNSTOWN-ALTOONA	30,800	30,310	98
SULLIVAN	D WILKES BARRE-SCRANTON	2,300	2,190	95
SUSQUEHANNA	B WILKES BARRE-SCRANTON	15,200	14,850	98
TIOGA	C ELMIRA	15,000	14,450	96
UNION	D WILKES BARRE-SCRANTON	11,300	10,910	97
VENANGO	C PITTSBURGH	23,700	23,280	98
WARREN	C ERIE	17,700	17,400	98
WASHINGTON	M A PITTSBURGH	80,900	80,060	99
WAYNE	D WILKES BARRE-SCRANTON	15,400	14,910	97
WESTMORELAND	M A PITTSBURGH	144,300	142,900	99
WYOMING	M D WILKES BARRE-SCRANTON	10,400	10,120	97
YORK	M B HARRISBURG-LNCSTR-LEB-YORK	126,500	124,810	99
	STATE TOTAL	4,544,800	4,480,450	
RHODE ISLAND				
BRISTOL	M B PROVIDENCE-NEW BEDFORD	16,300	16,210	99
KENT	M B PROVIDENCE-NEW BEDFORD	59,700	59,400	99
NEWPORT	C PROVIDENCE-NEW BEDFORD	30,900	30,570	99
PROVIDENCE	M B PROVIDENCE-NEW BEDFORD	221,100	218,800	99
WASHINGTON	B PROVIDENCE-NEW BEDFORD	37,700	37,300	99
	STATE TOTAL	365,700	362,280	
SOUTH CAROLINA				
ABBEVILLE	D GREENVILLE-SPART-ASHEVILLE	8,700	8,500	98
AIKEN	M B AUGUSTA	46,500	45,880	99
ALLENDALE	D AUGUSTA	3,800	3,650	96
ANDERSON	C GREENVILLE-SPART-ASHEVILLE	55,700	55,100	99
BAMBERG	D AUGUSTA	6,200	6,000	97
BARNWELL	D AUGUSTA	7,800	7,640	98
BEAUFORT	C SAVANNAH	31,200	30,740	99
BERKELEY	M B CHARLESTON, SC	44,900	44,300	98
CALHOUN	D COLUMBIA, SC	4,600	4,500	98
CHARLESTON	M B CHARLESTON, SC	100,600	99,100	99
CHEROKEE	C GREENVILLE-SPART-ASHEVILLE	15,400	15,200	99
CHESTER	D CHARLOTTE	11,100	10,910	98
CHESTERFIELD	D FLORENCE, SC	14,800	14,540	98
CLARENDON	D COLUMBIA, SC	9,900	9,630	97
COLLETON	D CHARLESTON, SC	12,800	12,530	98
DARLINGTON	C FLORENCE, SC	23,400	23,070	99
DILLON	D FLORENCE, SC	10,600	10,410	98
DORCHESTER	M B CHARLESTON, SC	27,800	27,400	99
EDGEFIELD	D AUGUSTA	6,300	6,210	99
FAIRFIELD	D COLUMBIA, SC	6,900	6,780	98
FLORENCE	C FLORENCE, SC	43,000	42,410	99
GEORGETOWN	C CHARLESTON, SC	17,300	16,980	98
GREENVILLE	M B GREENVILLE-SPART-ASHEVILLE	121,600	120,000	99
GREENWOOD	C GREENVILLE-SPART-ASHEVILLE	23,400	23,110	99
HAMPTON	D SAVANNAH	7,000	6,830	98
HORRY	C WILMINGTON	52,600	51,690	98
JASPER	M D SAVANNAH	5,700	5,550	97
KERSHAW	D COLUMBIA, SC	16,400	16,140	98
LANCASTER	C CHARLOTTE	20,700	20,420	99
LAURENS	C GREENVILLE-SPART-ASHEVILLE	19,200	18,970	99
LEE	D COLUMBIA, SC	6,000	5,840	97
LEXINGTON	M B COLUMBIA, SC	65,700	64,840	99
MCCORMICK	D AUGUSTA	2,300	2,250	98
MARION	D FLORENCE, SC	12,100	11,840	98
MARLBORO	D FLORENCE, SC	10,700	10,510	98
NEWBERRY	D GREENVILLE-SPART-ASHEVILLE	12,600	12,300	98
OCONEE	C GREENVILLE-SPART-ASHEVILLE	21,900	21,640	99
ORANGEBURG	C COLUMBIA, SC	31,400	30,790	98
PICKENS	M B GREENVILLE-SPART-ASHEVILLE	32,200	31,730	99
RICHLAND	M B COLUMBIA, SC	99,700	98,200	98
SALUDA	D AUGUSTA	6,200	6,110	99
SPARTANBURG	M B GREENVILLE-SPART-ASHEVILLE	82,100	81,070	99
SUMTER	C COLUMBIA, SC	33,000	32,510	99
UNION	D GREENVILLE-SPART-ASHEVILLE	11,300	11,160	99
WILLIAMSBURG	D CHARLESTON, SC	13,000	12,770	98
YORK	M C CHARLOTTE	44,700	44,250	99
	STATE TOTAL	1,260,800	1,241,900	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
SOUTH DAKOTA				
AURORA	D SIOUX FALLS(MITCHELL)	1,100	1,080	98
BEADLE	D SIOUX FALLS(MITCHELL)	7,400	7,250	98
BENNETT	D RAPID CITY	1,000	970	97
BON HOMME	D SIOUX FALLS(MITCHELL)	2,900	2,830	98
BROOKINGS	D SIOUX FALLS(MITCHELL)	8,900	8,700	98
BROWN	D SIOUX FALLS(MITCHELL)	14,400	14,270	99
BRULE	D SIOUX FALLS(MITCHELL)	2,000	1,980	99
BUFFALO	D SIOUX FALLS(MITCHELL)	400	380	95
BUTTE	D RAPID CITY	3,400	3,330	98
CAMPBELL	D MINOT-BISMARCK-DICKINSON	800	780	98
CHARLES MIX	D SIOUX FALLS(MITCHELL)	3,400	3,340	98
CLARK	D SIOUX FALLS(MITCHELL)	1,900	1,870	98
CLAY	D SIOUX FALLS(MITCHELL)	4,800	4,680	98
CODINGTON	D SIOUX FALLS(MITCHELL)	8,900	8,760	98
CORSON	D MINOT-BISMARCK-DICKINSON	1,500	1,460	97
CUSTER	D RAPID CITY	2,800	2,710	97
DAVISON	D SIOUX FALLS(MITCHELL)	6,600	6,500	98
DAY	D SIOUX FALLS(MITCHELL)	3,100	3,050	98
DEUEL	D SIOUX FALLS(MITCHELL)	1,900	1,880	99
DEWEY	D MINOT-BISMARCK-DICKINSON	1,500	1,460	97
DOUGLAS	D SIOUX FALLS(MITCHELL)	1,500	1,420	95
EDMUNDS	D SIOUX FALLS(MITCHELL)	1,800	1,770	98
FALL RIVER	D RAPID CITY	3,400	3,250	96
FAULK	D SIOUX FALLS(MITCHELL)	1,200	1,170	98
GRANT	D SIOUX FALLS(MITCHELL)	3,200	3,160	99
GREGORY	D SIOUX FALLS(MITCHELL)	2,100	2,070	99
HAAKON	D RAPID CITY	1,000	940	94
HAMLIN	D SIOUX FALLS(MITCHELL)	1,900	1,840	97
HAND	D SIOUX FALLS(MITCHELL)	1,800	1,780	99
HANSON	D SIOUX FALLS(MITCHELL)	1,100	1,090	99
HARDING	D RAPID CITY	600	570	95
HUGHES	D SIOUX FALLS(MITCHELL)	6,300	6,210	99
HUTCHINSON	D SIOUX FALLS(MITCHELL)	3,300	3,240	98
HYDE	D SIOUX FALLS(MITCHELL)	800	790	99
JACKSON	D RAPID CITY	1,300	1,270	98
JERAULD	D SIOUX FALLS(MITCHELL)	1,100	1,090	99
JONES	D SIOUX FALLS(MITCHELL)	600	590	98
KINGSBURY	D SIOUX FALLS(MITCHELL)	2,600	2,570	99
LAKE	D SIOUX FALLS(MITCHELL)	4,400	4,350	99
LAWRENCE	M D RAPID CITY	8,100	7,900	98
LINCOLN	D SIOUX FALLS(MITCHELL)	5,400	5,350	99
LYMAN	D SIOUX FALLS(MITCHELL)	1,300	1,290	99
MCCOOK	D SIOUX FALLS(MITCHELL)	2,400	2,360	98
MCPHERSON	D SIOUX FALLS(MITCHELL)	1,500	1,460	99
MARSHALL	D SIOUX FALLS(MITCHELL)	2,000	1,960	98
MEADE	M D RAPID CITY	8,200	8,060	98
MELLETTE	D SIOUX FALLS(MITCHELL)	700	680	97
MINER	D SIOUX FALLS(MITCHELL)	1,400	1,380	99
MINNEHAHA	C SIOUX FALLS(MITCHELL)	51,100	50,510	99
MOODY	D SIOUX FALLS(MITCHELL)	2,400	2,390	100
PENNINGTON	M C RAPID CITY	30,300	29,760	98
PERKINS	D RAPID CITY	1,800	1,760	98
POTTER	D SIOUX FALLS(MITCHELL)	1,300	1,280	98
ROBERTS	D SIOUX FALLS(MITCHELL)	3,900	3,790	97
SANBORN	D SIOUX FALLS(MITCHELL)	1,200	1,180	98
SHANNON	D RAPID CITY	2,700	2,580	96
SPINK	D SIOUX FALLS(MITCHELL)	3,400	3,340	98
STANLEY	D SIOUX FALLS(MITCHELL)	1,000	980	96
SULLY	D SIOUX FALLS(MITCHELL)	800	770	96
TODD	D SIOUX FALLS(MITCHELL)	1,900	1,830	96
TRIPP	D SIOUX FALLS(MITCHELL)	2,800	2,760	99
TURNER	D SIOUX FALLS(MITCHELL)	3,500	3,440	98
UNION	D SIOUX CITY	4,200	4,140	99
WALWORTH	D MINOT-BISMARCK-DICKINSON	2,800	2,750	98
YANKTON	D SIOUX FALLS(MITCHELL)	7,200	7,070	98
ZIEBACH	D RAPID CITY	600	570	95
	STATE TOTAL	272,600	267,810	
TENNESSEE				
ANDERSON	M B KNOXVILLE	27,500	27,160	99
BEDFORD	D NASHVILLE	11,200	11,080	99
BENTON	D NASHVILLE	6,200	6,050	98
BLEDSOE	D CHATTANOOGA	3,500	3,370	96
BLOUNT	M B KNOXVILLE	33,200	32,840	99
BRADLEY	C CHATTANOOGA	27,300	26,870	98
CAMPBELL	D KNOXVILLE	13,700	13,370	98
CANNON	D NASHVILLE	4,200	4,070	97
CARROLL	D JACKSON, TN	11,000	10,760	98
CARTER	M B TRI-CITIES, TN-VA	20,000	19,780	99
CHEATHAM	M B NASHVILLE	9,500	9,330	98
CHESTER	D MEMPHIS	4,900	4,810	98
CLAIBORNE	D KNOXVILLE	9,800	9,530	97
CLAY	D NASHVILLE	3,400	3,290	96
COCKE	D KNOXVILLE	11,400	11,150	98
COFFEE	D NASHVILLE	16,100	15,750	98
CROCKETT	D MEMPHIS	5,300	5,130	98
CUMBERLAND	D KNOXVILLE	12,600	12,250	97
DAVIDSON	M B NASHVILLE	204,300	201,950	99
DECATUR	D NASHVILLE	4,500	4,350	97
DE KALB	D NASHVILLE	5,800	5,650	97
DICKSON	M B NASHVILLE	12,700	12,550	99
DYER	D MEMPHIS	13,500	13,280	98
FAYETTE	D MEMPHIS	8,400	8,180	97
FENTRESS	D KNOXVILLE	5,600	5,350	96
FRANKLIN	D NASHVILLE	12,300	12,040	98
GIBSON	C MEMPHIS	19,100	18,880	99
GILES	D NASHVILLE	9,500	9,330	98
GRAINGER	M D KNOXVILLE	6,500	6,340	98
GREENE	C TRI-CITIES, TN-VA	21,300	20,930	98
GRUNDY	D CHATTANOOGA	5,100	4,980	98
HAMBLEN	C KNOXVILLE	21,300	20,980	98
HAMILTON	M B CHATTANOOGA	112,400	110,830	99
HANCOCK	D KNOXVILLE	2,300	2,240	97
HARDEMAN	D MEMPHIS	8,400	8,170	97
HARDIN	M D JACKSON, TN	8,700	8,400	97
HAWKINS	M B TRI-CITIES, TN-VA	17,500	17,050	97
HAYWOOD	D MEMPHIS	7,200	7,030	98
HENDERSON	M D JACKSON, TN	9,100	8,780	96
HENRY	D NASHVILLE	11,800	11,340	96
HICKMAN	D NASHVILLE	5,800	5,710	98
HOUSTON	D NASHVILLE	2,400	2,360	98
HUMPHREYS	D NASHVILLE	6,200	6,110	99
JACKSON	D NASHVILLE	3,300	3,210	97
JEFFERSON	M D KNOXVILLE	12,700	12,510	99
JOHNSON	D TRI-CITIES, TN-VA	5,500	5,390	98
KNOX	M B KNOXVILLE	133,400	131,650	99
LAKE	D PADUCAH-C.GIRARDEAU-HARRBG	2,600	2,540	98
LAUDERDALE	D MEMPHIS	9,400	9,210	98
LAWRENCE	D NASHVILLE	13,300	12,760	96
LEWIS	D NASHVILLE	3,600	3,560	99
LINCOLN	D HUNTSVILLE-DECATUR	10,600	10,420	98
LOUDON	D KNOXVILLE	12,000	11,830	99
MCMINN	C CHATTANOOGA	16,300	16,130	99
MCNAIRY	D MEMPHIS	9,600	9,420	98
MACON	D NASHVILLE	6,200	6,080	98
MADISON	M C JACKSON, TN	30,200	29,640	98
MARION	M B CHATTANOOGA	9,500	9,320	98
MARSHALL	D NASHVILLE	8,200	8,060	98
MAURY	C NASHVILLE	21,100	20,710	98
MEIGS	D CHATTANOOGA	2,800	2,740	98
MONROE	D KNOXVILLE	11,300	11,130	98
MONTGOMERY	B NASHVILLE	33,000	32,590	99
MOORE	D NASHVILLE	1,700	1,670	98
MORGAN	D KNOXVILLE	5,600	5,370	96
OBION	D PADUCAH-C.GIRARDEAU-HARRBG	13,200	12,990	98
OVERTON	D NASHVILLE	6,700	6,520	97
PERRY	D NASHVILLE	2,500	2,430	97
PICKETT	D NASHVILLE	1,600	1,570	98
POLK	D CHATTANOOGA	5,000	4,920	98
PUTNAM	C NASHVILLE	19,400	19,050	98
RHEA	D CHATTANOOGA	9,400	9,210	98
ROANE	C KNOXVILLE	18,700	18,450	99
ROBERTSON	M B NASHVILLE	14,900	14,740	99
RUTHERFORD	M B NASHVILLE	39,400	38,920	99
SCOTT	D KNOXVILLE	7,500	7,160	95
SEQUATCHIE	M B CHATTANOOGA	3,400	3,350	99
SEVIER	M C KNOXVILLE	19,200	18,980	99
SHELBY	M B MEMPHIS	301,600	297,170	99
SMITH	D NASHVILLE	5,800	5,720	99
STEWART	D NASHVILLE	3,800	3,730	98
SULLIVAN	M B TRI-CITIES, TN-VA	58,500	57,760	99
SUMNER	M B NASHVILLE	35,600	35,080	99
TIPTON	M B MEMPHIS	12,700	12,510	99
TROUSDALE	D NASHVILLE	2,600	2,530	97
UNICOI	M B TRI-CITIES, TN-VA	6,500	6,360	98
UNION	M B KNOXVILLE	4,800	4,700	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TENNESSEE (CONT'D)				
VAN BUREN	D NASHVILLE	1,500	1,470	98
WARREN	D NASHVILLE	13,000	12,760	98
WASHINGTON	M B TRI-CITIES, TN-VA	35,400	34,820	98
WAYNE	D NASHVILLE	5,300	5,180	98
WEAKLEY	D PADUCAH-C.GIRARDEAU-HARRBG	12,500	12,310	98
WHITE	D NASHVILLE	8,000	7,810	98
WILLIAMSON	M B NASHVILLE	26,800	26,520	99
WILSON	M B NASHVILLE	24,800	24,470	99
	STATE TOTAL	1,854,200	1,824,290	
TEXAS				
ANDERSON	D DALLAS-FT. WORTH	14,800	14,240	96
ANDREWS	D ODESSA-MIDLAND	5,400	5,370	99
ANGELINA	C TYLER	25,200	24,630	98
ARANSAS	D CORPUS CHRISTI	7,000	6,810	97
ARCHER	M D WICHITA FALLS & LAWTON	3,000	2,970	99
ARMSTRONG	M D AMARILLO	800	790	99
ATASCOSA	D SAN ANTONIO	10,300	10,060	98
AUSTIN	D HOUSTON	7,900	7,680	97
BAILEY	D LUBBOCK	2,700	2,630	97
BANDERA	D SAN ANTONIO	3,800	3,720	98
BASTROP	D AUSTIN	13,600	13,250	97
BAYLOR	M D WICHITA FALLS & LAWTON	1,800	1,770	98
BEE	D CORPUS CHRISTI	8,600	8,400	98
BELL	M B WACO-TEMPLE	62,500	61,430	98
BEXAR	M B SAN ANTONIO	397,200	389,530	98
BLANCO	D AUSTIN	2,600	2,550	98
BORDEN	D LUBBOCK	300	290	97
BOSQUE	D DALLAS-FT. WORTH	6,100	5,930	97
BOWIE	M C SHREVEPORT	30,500	30,080	99
BRAZORIA	M A HOUSTON	68,000	66,980	99
BRAZOS	C WACO-TEMPLE	47,400	46,160	97
BREWSTER	D ODESSA-MIDLAND	2,900	2,750	95
BRISCOE	D AMARILLO	1,000	990	99
BROOKS	D CORPUS CHRISTI	2,700	2,610	97
BROWN	D ABILENE-SWEETWATER	14,000	13,680	98
BURLESON	D WACO-TEMPLE	5,400	5,220	97
BURNET	D AUSTIN	10,600	10,460	99
CALDWELL	D AUSTIN	9,500	9,190	97
CALHOUN	D HOUSTON	7,500	7,340	98
CALLAHAN	C ABILENE-SWEETWATER	4,900	4,830	99
CAMERON	M B HARLINGEN-WESLACO-BRNSVLLE	74,900	72,800	97
CAMP	D SHREVEPORT	4,100	4,010	98
CARSON	M D AMARILLO	2,400	2,380	99
CASS	D SHREVEPORT	11,300	11,030	98
CASTRO	D AMARILLO	3,200	3,170	99
CHAMBERS	D HOUSTON	7,900	7,760	98
CHEROKEE	M D TYLER	15,500	15,110	97
CHILDRESS	D AMARILLO	2,500	2,420	97
CLAY	M C WICHITA FALLS & LAWTON	4,100	4,070	99
COCHRAN	D LUBBOCK	1,600	1,580	99
COKE	D ABILENE-SWEETWATER	1,300	1,280	98
COLEMAN	D ABILENE-SWEETWATER	4,200	4,130	98
COLLIN	M A DALLAS-FT. WORTH	73,600	72,680	99
COLLINGSWORTH	D AMARILLO	1,700	1,640	96
COLORADO	D HOUSTON	7,400	7,220	98
COMAL	M B SAN ANTONIO	19,000	18,570	98
COMANCHE	D DALLAS-FT. WORTH	4,900	4,790	98
CONCHO	D SAN ANGELO	1,100	1,080	98
COOKE	D DALLAS-FT. WORTH	11,400	11,180	98
CORYELL	M B WACO-TEMPLE	17,900	17,640	99
COTTLE	D AMARILLO	1,100	1,060	96
CRANE	D ODESSA-MIDLAND	1,700	1,660	98
CROCKETT	D ODESSA-MIDLAND	1,600	1,560	98
CROSBY	D LUBBOCK	2,800	2,770	99
CULBERSON	D EL PASO	1,000	920	92
DALLAM	D AMARILLO	2,500	2,420	97
DALLAS	M A DALLAS-FT. WORTH	719,500	708,130	98
DAWSON	D LUBBOCK	5,300	5,140	97
DEAF SMITH	D AMARILLO	6,400	6,250	98
DELTA	D DALLAS-FT. WORTH	1,800	1,750	97
DENTON	M A DALLAS-FT. WORTH	78,200	76,660	98
DE WITT	D SAN ANTONIO	7,300	7,170	98
DICKENS	D LUBBOCK	1,300	1,270	98
DIMMIT	D SAN ANTONIO	3,300	3,070	93
DONLEY	D AMARILLO	1,600	1,560	98
DUVAL	D CORPUS CHRISTI	4,200	4,030	96

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)				
EASTLAND	D ABILENE-SWEETWATER	7,900	7,670	97
ECTOR	M C ODESSA-MIDLAND	49,200	48,450	98
EDWARDS	D SAN ANTONIO	700	640	91
ELLIS	M A DALLAS-FT. WORTH	27,200	26,810	99
EL PASO	M B EL PASO	172,300	169,720	99
ERATH	D DALLAS-FT. WORTH	10,100	9,860	98
FALLS	M D WACO-TEMPLE	7,200	6,990	97
FANNIN	D DALLAS-FT. WORTH	9,900	9,710	98
FAYETTE	D AUSTIN	8,300	8,000	96
FISHER	D ABILENE-SWEETWATER	2,100	2,080	99
FLOYD	D LUBBOCK	3,000	2,940	98
FOARD	D WICHITA FALLS & LAWTON	900	880	98
FORT BEND	M A HOUSTON	67,900	66,730	98
FRANKLIN	D SHREVEPORT	3,200	3,120	98
FREESTONE	D DALLAS-FT. WORTH	6,500	6,150	95
FRIO	D SAN ANTONIO	4,400	4,290	98
GAINES	D ODESSA-MIDLAND	4,800	4,570	95
GALVESTON	M A HOUSTON	79,900	78,170	98
GARZA	D LUBBOCK	1,800	1,770	98
GILLESPIE	D SAN ANTONIO	6,500	6,140	94
GLASSCOCK	D ODESSA-MIDLAND	400	390	98
GOLIAD	D SAN ANTONIO	1,900	1,840	97
GONZALES	D SAN ANTONIO	6,300	6,190	98
GRAY	D AMARILLO	9,900	9,770	99
GRAYSON	C DALLAS-FT. WORTH	38,000	37,310	98
GREGG	B SHREVEPORT	42,000	41,400	99
GRIMES	D HOUSTON	5,700	5,550	97
GUADALUPE	M B SAN ANTONIO	21,100	20,610	98
HALE	D LUBBOCK	12,100	11,930	99
HALL	D AMARILLO	1,900	1,860	98
HAMILTON	D DALLAS-FT. WORTH	3,600	3,540	98
HANSFORD	D AMARILLO	2,400	2,370	99
HARDEMAN	D WICHITA FALLS & LAWTON	2,400	2,360	98
HARDIN	M B BEAUMONT-PORT ARTHUR	15,400	15,090	98
HARRIS	M A HOUSTON	1,037,000	1,016,260	98
HARRISON	B SHREVEPORT	20,200	19,780	98
HARTLEY	D AMARILLO	1,300	1,280	98
HASKELL	D ABILENE-SWEETWATER	2,700	2,650	98
HAYS	M B AUSTIN	20,000	19,600	98
HEMPHILL	D AMARILLO	1,900	1,860	98
HENDERSON	C DALLAS-FT. WORTH	24,100	23,450	97
HIDALGO	M B HARLINGEN-WESLACO-BRNSVLLE	102,600	99,820	97
HILL	D DALLAS-FT. WORTH	10,400	10,270	99
HOCKLEY	D LUBBOCK	8,200	8,100	99
HOOD	A DALLAS-FT. WORTH	11,800	11,700	99
HOPKINS	D DALLAS-FT. WORTH	11,400	11,170	98
HOUSTON	D TYLER	8,600	8,300	97
HOWARD	D ODESSA-MIDLAND	13,200	13,000	98
HUDSPETH	D EL PASO	900	870	97
HUNT	C DALLAS-FT. WORTH	25,700	25,290	98
HUTCHINSON	D AMARILLO	10,200	10,100	99
IRION	D SAN ANGELO	500	490	98
JACK	D DALLAS-FT. WORTH	2,900	2,850	98
JACKSON	D HOUSTON	4,600	4,320	94
JASPER	D BEAUMONT-PORT ARTHUR	12,200	11,890	97
JEFF DAVIS	D ODESSA-MIDLAND	600	520	87
JEFFERSON	M B BEAUMONT-PORT ARTHUR	93,700	92,270	98
JIM HOGG	D CORPUS CHRISTI	1,800	1,730	96
JIM WELLS	M D CORPUS CHRISTI	12,700	12,320	97
JOHNSON	M A DALLAS-FT. WORTH	33,500	32,890	98
JONES	C ABILENE-SWEETWATER	6,700	6,610	99
KARNES	D SAN ANTONIO	4,500	4,370	97
KAUFMAN	M A DALLAS-FT. WORTH	18,500	18,260	99
KENDALL	D SAN ANTONIO	5,500	5,390	98
KENEDY	D CORPUS CHRISTI	200	200	100
KENT	D LUBBOCK	400	390	98
KERR	D SAN ANTONIO	15,400	15,050	98
KIMBLE	D DALLAS-FT. WORTH	1,600	1,510	94
KING	D WICHITA FALLS & LAWTON	200	180	90
KINNEY	D SAN ANTONIO	900	860	96
KLEBERG	M D CORPUS CHRISTI	10,400	10,190	98
KNOX	D WICHITA FALLS & LAWTON	1,900	1,860	98
LAMAR	C DALLAS-FT. WORTH	17,100	16,530	97
LAMB	D LUBBOCK	5,800	5,710	98
LAMPASAS	D WACO-TEMPLE	5,600	5,460	98
LA SALLE	D SAN ANTONIO	1,800	1,730	96
LAVACA	D SAN ANTONIO	7,400	7,040	95
LEE	D AUSTIN	4,800	4,640	97
LEON	D WACO-TEMPLE	5,400	5,190	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)					
LIBERTY	M	A HOUSTON	20,200	19,790	98
LIMESTONE		D DALLAS-FT. WORTH	8,600	8,470	98
LIPSCOMB		D AMARILLO	1,300	1,260	97
LIVE OAK		D CORPUS CHRISTI	3,500	3,420	98
LLANO		D AUSTIN	5,600	5,530	99
LOVING		D ODESSA-MIDLAND	100	100	100
LUBBOCK	M	B LUBBOCK	78,900	77,760	99
LYNN		D LUBBOCK	2,500	2,440	98
MCCULLOCH		D SAN ANGELO	3,500	3,380	97
MCLENNAN	M	B WACO-TEMPLE	70,100	69,110	99
MCMULLEN		D SAN ANTONIO	300	290	97
MADISON		D WACO-TEMPLE	3,600	3,550	99
MARION		D SHREVEPORT	4,100	4,040	99
MARTIN		D ODESSA-MIDLAND	1,600	1,580	99
MASON		D AUSTIN	1,600	1,440	90
MATAGORDA		D HOUSTON	16,100	15,670	97
MAVERICK		D SAN ANTONIO	10,000	9,440	94
MEDINA		D SAN ANTONIO	9,200	9,000	98
MENARD		D SAN ANGELO	900	850	94
MIDLAND	M	C ODESSA-MIDLAND	43,600	42,920	98
MILAM		D WACO-TEMPLE	8,900	8,620	97
MILLS		D WACO-TEMPLE	1,800	1,740	97
MITCHELL		D ABILENE-SWEETWATER	3,300	3,220	98
MONTAGUE		D WICHITA FALLS & LAWTON	7,300	7,170	98
MONTGOMERY	M	A HOUSTON	60,600	59,290	98
MOORE		D AMARILLO	6,100	6,060	99
MORRIS		D SHREVEPORT	5,300	5,200	98
MOTLEY		D LUBBOCK	800	780	98
NACOGDOCHES		C TYLER	19,000	18,540	98
NAVARRO		D DALLAS-FT. WORTH	15,300	15,130	99
NEWTON		D BEAUMONT-PORT ARTHUR	4,900	4,680	96
NOLAN		D ABILENE-SWEETWATER	6,300	6,220	99
NUECES	M	B CORPUS CHRISTI	102,900	101,020	98
OCHILTREE		D AMARILLO	3,500	3,410	97
OLDHAM		D AMARILLO	700	690	99
ORANGE	M	B BEAUMONT-PORT ARTHUR	28,200	27,620	98
PALO PINTO		D DALLAS-FT. WORTH	9,900	9,560	97
PANOLA		D SHREVEPORT	8,400	8,100	96
PARKER	M	A DALLAS-FT. WORTH	22,000	21,690	99
PARMER		D AMARILLO	3,300	3,210	97
PECOS		D ODESSA-MIDLAND	5,000	4,860	97
POLK		D HOUSTON	12,600	11,960	95
POTTER	M	B AMARILLO	40,800	40,260	99
PRESIDIO		D ODESSA-MIDLAND	1,800	1,710	95
RAINS		D DALLAS-FT. WORTH	2,700	2,640	98
RANDALL	M	B AMARILLO	35,200	34,840	99
REAGAN		D ODESSA-MIDLAND	1,500	1,490	99
REAL		D SAN ANTONIO	1,000	950	95
RED RIVER		D SHREVEPORT	6,100	5,860	96
REEVES		D ODESSA-MIDLAND	4,700	4,610	98
REFUGIO		D CORPUS CHRISTI	3,000	2,960	99
ROBERTS		D AMARILLO	400	400	100
ROBERTSON		D WACO-TEMPLE	6,100	5,990	98
ROCKWALL	M	A DALLAS-FT. WORTH	9,500	9,420	99
RUNNELS		D ABILENE-SWEETWATER	4,700	4,660	99
RUSK		C SHREVEPORT	16,600	16,310	98
SABINE		D BEAUMONT-PORT ARTHUR	4,400	4,240	96
SAN AUGUSTINE		D TYLER	3,200	3,120	98
SAN JACINTO		D HOUSTON	6,000	5,580	93
SAN PATRICIO	M	B CORPUS CHRISTI	19,600	19,250	98
SAN SABA		D WACO-TEMPLE	2,400	2,340	98
SCHLEICHER		D SAN ANGELO	1,000	960	96
SCURRY		D ABILENE-SWEETWATER	7,000	6,910	99
SHACKELFORD		D ABILENE-SWEETWATER	1,500	1,450	97
SHELBY		D SHREVEPORT	9,300	9,110	98
SHERMAN		D AMARILLO	1,100	1,070	97
SMITH	M	C TYLER	58,000	57,010	98
SOMERVELL		D DALLAS-FT. WORTH	2,100	2,070	99
STARR	M	D HARLINGEN-WESLACO-BRNSVLLE	9,700	9,160	94
STEPHENS		D ABILENE-SWEETWATER	4,300	4,170	97
STERLING		D SAN ANGELO	400	390	98
STONEWALL		D ABILENE-SWEETWATER	1,000	980	98
SUTTON		D SAN ANGELO	1,700	1,620	95
SWISHER		D AMARILLO	3,300	3,250	98
TARRANT	M	A DALLAS-FT. WORTH	419,600	413,180	98
TAYLOR		C ABILENE-SWEETWATER	45,900	45,240	99
TERRELL		D ODESSA-MIDLAND	600	570	95
TERRY		D LUBBOCK	5,000	4,970	99
THROCKMORTON		D WICHITA FALLS & LAWTON	900	880	98
TITUS		D SHREVEPORT	8,900	8,760	98
TOM GREEN		C SAN ANGELO	36,100	35,450	98
TRAVIS	M	B AUSTIN	231,800	226,240	98
TRINITY		D HOUSTON	4,700	4,590	98
TYLER		D BEAUMONT-PORT ARTHUR	8,000	7,790	97
UPSHUR		D SHREVEPORT	12,100	11,820	98
UPTON		D ODESSA-MIDLAND	1,700	1,660	98
UVALDE		D SAN ANTONIO	7,800	7,460	96
VAL VERDE		D SAN ANTONIO	12,600	12,250	97
VAN ZANDT		D DALLAS-FT. WORTH	15,700	15,440	98
VICTORIA	M	C VICTORIA	26,200	25,600	98
WALKER		C HOUSTON	17,200	16,640	97
WALLER	M	A HOUSTON	7,100	6,920	97
WARD		D ODESSA-MIDLAND	4,900	4,840	99
WASHINGTON		D HOUSTON	9,100	8,810	97
WEBB	M	C LAREDO	32,600	31,810	98
WHARTON		C HOUSTON	15,000	14,570	97
WHEELER		D AMARILLO	3,100	3,060	99
WICHITA	M	C WICHITA FALLS & LAWTON	46,400	45,790	99
WILBARGER	M	D WICHITA FALLS & LAWTON	6,100	6,100	98
WILLACY	M	D HARLINGEN-WESLACO-BRNSVLLE	4,900	4,740	97
WILLIAMSON	M	B AUSTIN	40,800	39,960	98
WILSON		D SAN ANTONIO	6,800	6,660	98
WINKLER		D ODESSA-MIDLAND	3,300	3,240	98
WISE		A DALLAS-FT. WORTH	13,100	12,950	99
WOOD		D DALLAS-FT. WORTH	11,700	11,550	99
YOAKUM		C LUBBOCK	3,500	3,410	97
YOUNG		D WICHITA FALLS & LAWTON	8,100	7,970	98
ZAPATA	M	D LAREDO	2,700	2,570	95
ZAVALA		D SAN ANTONIO	3,200	3,030	95
		STATE TOTAL	6,080,100	5,961,320	
UTAH					
BEAVER		D SALT LAKE CITY	1,700	1,670	98
BOX ELDER		D SALT LAKE CITY	11,200	11,030	98
CACHE		C SALT LAKE CITY	20,800	20,030	96
CARBON		D SALT LAKE CITY	8,300	8,090	97
DAGGETT		D SALT LAKE CITY	200	190	95
DAVIS	M	B SALT LAKE CITY	52,200	51,660	99
DUCHESNE		D SALT LAKE CITY	4,400	4,290	98
EMERY		D SALT LAKE CITY	3,600	3,530	98
GARFIELD		D SALT LAKE CITY	1,200	1,130	94
GRAND		D SALT LAKE CITY	2,800	2,500	89
IRON		D SALT LAKE CITY	6,700	6,590	98
JUAB		D SALT LAKE CITY	1,700	1,680	99
KANE		D SALT LAKE CITY	1,600	1,540	96
MILLARD		D SALT LAKE CITY	4,500	4,450	99
MORGAN	M	D SALT LAKE CITY	1,500	1,450	97
PIUTE		D SALT LAKE CITY	400	390	98
RICH		D SALT LAKE CITY	700	690	99
SALT LAKE	M	B SALT LAKE CITY	237,700	233,450	98
SAN JUAN		D SALT LAKE CITY	3,100	2,680	86
SANPETE		D SALT LAKE CITY	5,200	5,100	98
SEVIER		D SALT LAKE CITY	5,100	5,030	99
SUMMIT		D SALT LAKE CITY	5,000	4,900	98
TOOELE	M	B SALT LAKE CITY	9,100	8,980	99
UINTAH		D SALT LAKE CITY	7,800	7,760	99
UTAH	M	B SALT LAKE CITY	69,300	67,310	97
WASATCH		D SALT LAKE CITY	3,300	3,170	96
WASHINGTON		D SALT LAKE CITY	12,500	11,970	96
WAYNE		D SALT LAKE CITY	600	600	100
WEBER	M	B SALT LAKE CITY	54,900	54,180	99
		STATE TOTAL	537,100	526,040	
VERMONT					
ADDISON		D BURLINGTON-PLATTSBURGH	11,300	11,090	98
BENNINGTON		D ALBANY-SCHENECTADY-TROY	13,800	13,410	97
CALEDONIA		D BURLINGTON-PLATTSBURGH	10,600	10,410	98
CHITTENDEN	M	C BURLINGTON-PLATTSBURGH	46,900	46,230	99
ESSEX		D PORTLAND-AUBURN	2,600	2,540	98
FRANKLIN	M	D BURLINGTON-PLATTSBURGH	13,400	13,200	99
GRAND ISLE	M	D BURLINGTON-PLATTSBURGH	1,900	1,880	99
LAMOILLE		D BURLINGTON-PLATTSBURGH	7,000	6,840	98
ORANGE		D BURLINGTON-PLATTSBURGH	9,300	9,080	98
ORLEANS		D BURLINGTON-PLATTSBURGH	9,100	8,960	98
RUTLAND		C BURLINGTON-PLATTSBURGH	23,600	23,210	98
WASHINGTON		C BURLINGTON-PLATTSBURGH	21,000	20,590	98
WINDHAM		D BOSTON	16,400	15,250	93

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
VERMONT (CONT'D)					
WINDSOR		C BURLINGTON-PLATTSBURGH	22,300	21,630	97
		STATE TOTAL	209,200	204,320	
VIRGINIA					
ACCOMACK		D NORFOLK-PORTSMTH-NEWPT NWS	11,900	11,590	97
ALBEMARLE	M	C CHARLOTTESVILLE	40,600	39,120	96
ALLEGHANY		D ROANOKE-LYNCHBURG	9,600	9,420	98
AMELIA		D RICHMOND-PETERSBURG	2,800	2,660	95
AMHERST	M	B ROANOKE-LYNCHBURG	10,000	9,810	98
APPOMATTOX		B ROANOKE-LYNCHBURG	4,500	4,430	98
ARLINGTON	M	A WASHINGTON, DC	132,700	129,580	98
AUGUSTA		C RICHMOND-PETERSBURG	33,400	32,870	98
BATH		D ROANOKE-LYNCHBURG	1,900	1,840	97
BEDFORD	M	C ROANOKE-LYNCHBURG	16,300	16,030	98
BLAND		D ROANOKE-LYNCHBURG	2,200	2,160	98
BOTETOURT	M	B ROANOKE-LYNCHBURG	9,100	8,990	99
BRUNSWICK		D RICHMOND-PETERSBURG	5,000	4,900	98
BUCHANAN		D TRI-CITIES, TN-VA	12,100	11,790	97
BUCKINGHAM		D RICHMOND-PETERSBURG	3,900	3,800	97
CAMPBELL	M	B ROANOKE-LYNCHBURG	42,200	41,640	99
CAROLINE		D RICHMOND-PETERSBURG	6,500	6,390	98
CARROLL		D ROANOKE-LYNCHBURG	12,600	12,220	97
CHARLOTTE		D ROANOKE-LYNCHBURG	4,000	3,890	97
CHARLES CITY	M	B RICHMOND-PETERSBURG	2,000	1,950	98
CHESTERFIELD	M	B RICHMOND-PETERSBURG	66,500	66,020	99
CLARKE		D WASHINGTON, DC	4,000	3,950	99
CRAIG		B ROANOKE-LYNCHBURG	1,600	1,540	96
CULPEPER		D WASHINGTON, DC	8,800	8,640	98
CUMBERLAND		D RICHMOND-PETERSBURG	2,900	2,810	97
DICKENSON		D TRI-CITIES, TN-VA	6,900	6,780	98
DINWIDDIE	M	C RICHMOND-PETERSBURG	21,400	21,080	99
ESSEX		D RICHMOND-PETERSBURG	3,200	3,080	96
FAIRFAX	M	A WASHINGTON, DC	279,000	276,570	99
FAUQUIER		D WASHINGTON, DC	15,600	15,350	98
FLOYD		D ROANOKE-LYNCHBURG	4,500	4,430	98
FLUVANNA		C RICHMOND-PETERSBURG	4,100	4,010	98
FRANKLIN		D ROANOKE-LYNCHBURG	13,100	12,890	98
FREDERICK		C WASHINGTON, DC	21,700	21,420	99
GILES		D ROANOKE-LYNCHBURG	6,200	6,070	98
GLOUCESTER	M	B NORFOLK-PORTSMTH-NEWPT NWS	10,800	10,630	98
GOOCHLAND	M	B RICHMOND-PETERSBURG	4,300	4,170	97
GRAYSON		D GREENSBORO-H.POINT-W.SALEM	6,400	6,160	96
GREENE		C RICHMOND-PETERSBURG	3,200	3,050	95
GREENSVILLE		D RICHMOND-PETERSBURG	4,900	4,790	98
HALIFAX		D ROANOKE-LYNCHBURG	12,200	11,860	97
HANOVER	M	B RICHMOND-PETERSBURG	19,400	19,140	99
HENRICO	M	B RICHMOND-PETERSBURG	78,100	77,000	99
HENRY		C ROANOKE-LYNCHBURG	28,200	27,770	98
HIGHLAND		D ROANOKE-LYNCHBURG	1,100	1,060	96
ISLE OF WIGHT		D NORFOLK-PORTSMTH-NEWPT NWS	8,600	8,430	98
JAMES CITY	M	B NORFOLK-PORTSMTH-NEWPT NWS	13,200	12,980	98
KING & QUEEN		D RICHMOND-PETERSBURG	2,300	2,220	97
KING GEORGE		D WASHINGTON, DC	4,300	4,270	99
KING WILLIAM		D RICHMOND-PETERSBURG	3,700	3,650	99
LANCASTER		D RICHMOND-PETERSBURG	4,400	4,320	98
LEE		D TRI-CITIES, TN-VA	9,700	9,490	98
LOUDOUN	M	A WASHINGTON, DC	25,400	25,140	99
LOUISA		D RICHMOND-PETERSBURG	7,000	6,810	97
LUNENBURG		D RICHMOND-PETERSBURG	4,200	4,030	96
MADISON		D WASHINGTON, DC	3,900	3,670	94
MATHEWS		D NORFOLK-PORTSMTH-NEWPT NWS	3,700	3,600	97
MECKLENBURG		D RALEIGH-DURHAM	10,600	10,400	98
MIDDLESEX		D RICHMOND-PETERSBURG	3,500	3,440	98
MONTGOMERY		C ROANOKE-LYNCHBURG	27,200	26,310	97
NELSON		D RICHMOND-PETERSBURG	4,300	4,080	95
NEW KENT	M	B RICHMOND-PETERSBURG	4,100	4,020	98
NORTHAMPTON		D NORFOLK-PORTSMTH-NEWPT NWS	5,600	5,460	98
NORTHUMBERLND		D RICHMOND-PETERSBURG	4,200	4,050	96
NOTTOWAY		D RICHMOND-PETERSBURG	5,300	5,200	98
ORANGE		D RICHMOND-PETERSBURG	7,600	7,490	99
PAGE		D WASHINGTON, DC	7,700	7,550	98
PATRICK		D GREENSBORO-H.POINT-W.SALEM	6,500	6,370	98
PITTSYLVANIA		C ROANOKE-LYNCHBURG	40,700	40,040	98
POWHATAN	M	B RICHMOND-PETERSBURG	3,800	3,720	98
PRINCE EDWARD		D RICHMOND-PETERSBURG	5,200	5,090	98
PRINCE GEORGE	M	C RICHMOND-PETERSBURG	15,600	15,470	99
PRINCE WM	M	A WASHINGTON, DC	67,500	66,910	99

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
VIRGINIA (CONT'D)					
PULASKI		D ROANOKE-LYNCHBURG	12,800	12,630	99
RAPPAHANNOCK		D WASHINGTON, DC	2,600	2,450	94
RICHMOND		D RICHMOND-PETERSBURG	2,600	2,550	98
ROANOKE	M	B ROANOKE-LYNCHBURG	79,600	78,690	99
ROCKBRIDGE		D ROANOKE-LYNCHBURG	10,400	10,180	98
ROCKINGHAM		C HARRISONBURG	28,700	27,410	96
RUSSELL		D TRI-CITIES, TN-VA	11,900	11,550	97
SCOTT	M	B TRI-CITIES, TN-VA	8,900	8,650	97
SHENANDOAH		D WASHINGTON, DC	11,500	11,280	98
SMYTH		D TRI-CITIES, TN-VA	11,700	11,540	99
SOUTHAMPTON		D NORFOLK-PORTSMTH-NEWPT NWS	8,100	7,920	98
SPOTSYLVANIA		C WASHINGTON, DC	21,400	21,060	98
STAFFORD	M	C WASHINGTON, DC	17,000	16,800	99
SUFFOLK CITY	M	B NORFOLK-PORTSMTH-NEWPT NWS	18,000	17,660	98
SURRY		D NORFOLK-PORTSMTH-NEWPT NWS	2,100	2,030	97
SUSSEX		D RICHMOND-PETERSBURG	3,400	3,310	97
TAZEWELL		C BECKLEY-BLUEFIELD-OAK HILL	17,600	17,180	98
VIRGINIA BCH	M	B NORFOLK-PORTSMTH-NEWPT NWS	119,300	118,140	99
WARREN		D WASHINGTON, DC	9,300	9,110	98
WASHINGTON	M	B TRI-CITIES, TN-VA	24,400	23,880	98
WESTMORELAND		D WASHINGTON, DC	5,900	5,800	98
WISE		C TRI-CITIES, TN-VA	17,300	16,950	98
WYTHE		D ROANOKE-LYNCHBURG	9,500	9,380	99
YORK	M	B NORFOLK-PORTSMTH-NEWPT NWS	16,900	16,720	99
CHSPEAKE CITY	M	B NORFOLK-PORTSMTH-NEWPT NWS	46,900	46,260	99
NORFOLK CITY	M	B NORFOLK-PORTSMTH-NEWPT NWS	92,400	91,070	99
PRTSMUTH CITY	M	B NORFOLK-PORTSMTH-NEWPT NWS	40,600	39,960	98
HAMPTON CITY	M	B NORFOLK-PORTSMTH-NEWPT NWS	44,800	44,210	99
NWPRT NWS CTY	M	B NORFOLK-PORTSMTH-NEWPT NWS	60,100	59,310	99
RICHMOND-IND	M	B RICHMOND-PETERSBURG	89,000	87,720	99
		STATE TOTAL	2,145,900	2,110,960	
WASHINGTON					
ADAMS		D SPOKANE	5,200	5,070	98
ASOTIN		D SPOKANE	7,000	6,870	98
BENTON		C YAKIMA	38,300	37,630	98
CHELAN		C SEATTLE-TACOMA	21,100	20,290	96
CLALLAM		C SEATTLE-TACOMA	22,000	20,330	92
CLARK	M	B PORTLAND, OR	82,900	80,790	97
COLUMBIA		D SPOKANE	1,600	1,490	93
COWLITZ		C PORTLAND, OR	30,900	30,340	98
DOUGLAS		D SPOKANE	9,700	9,470	98
FERRY		D SPOKANE	2,100	1,900	90
FRANKLIN		C YAKIMA	13,200	12,720	96
GARFIELD		D SPOKANE	1,000	930	93
GRANT		C SPOKANE	20,400	19,700	97
GRAYS HARBOR		C SEATTLE-TACOMA	25,200	24,560	97
ISLAND		C SEATTLE-TACOMA	20,100	19,580	97
JEFFERSON		D SEATTLE-TACOMA	8,100	7,770	96
KING	M	A SEATTLE-TACOMA	580,200	561,230	97
KITSAP		C SEATTLE-TACOMA	66,000	64,010	97
KITTITAS		D YAKIMA	9,800	9,300	95
KLICKITAT		D PORTLAND, OR	6,300	6,000	95
LEWIS		C SEATTLE-TACOMA	22,600	21,220	94
LINCOLN		D SPOKANE	3,800	3,710	98
MASON		D SEATTLE-TACOMA	14,500	14,060	97
OKANOGAN		D SPOKANE	13,000	12,380	95
PACIFIC		D SEATTLE-TACOMA	7,400	7,020	95
PEND OREILLE		D SPOKANE	3,300	3,160	96
PIERCE	M	A SEATTLE-TACOMA	212,100	206,290	97
SAN JUAN -		D SEATTLE-TACOMA	4,300	4,070	95
SKAGIT		C SEATTLE-TACOMA	28,600	27,140	95
SKAMANIA		D PORTLAND, OR	3,100	2,880	93
SNOHOMISH	M	A SEATTLE-TACOMA	156,500	152,760	98
SPOKANE	M	B SPOKANE	142,900	139,810	98
STEVENS		D SPOKANE	11,200	10,440	93
THURSTON		C SEATTLE-TACOMA	61,000	59,370	97
WAHKIAKUM		D PORTLAND, OR	1,400	1,320	94
WALLA WALLA		C YAKIMA	18,100	16,860	93
WHATCOM		C SEATTLE-TACOMA	46,100	44,280	96
WHITMAN		C SPOKANE	15,400	14,570	95
YAKIMA	M	B YAKIMA	69,900	68,630	98
		STATE TOTAL	1,806,300	1,749,950	
WEST VIRGINIA					
BARBOUR		D CLARKSBURG-WESTON	6,100	6,020	99
BERKELEY		C WASHINGTON, DC	20,600	20,340	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
WEST VIRGINIA (CONT'D)					
BOONE		D CHARLESTON-HUNTINGTON	11,000	10,790	98
BRAXTON		D CHARLESTON-HUNTINGTON	5,500	5,380	98
BROOKE	M	B WHEELING-STEUBENVILLE	10,700	10,610	99
CABELL	M	B CHARLESTON-HUNTINGTON	41,900	41,400	99
CALHOUN		D CHARLESTON-HUNTINGTON	3,400	3,260	96
CLAY		D CHARLESTON-HUNTINGTON	4,200	3,960	94
DODDRIDGE		D CLARKSBURG-WESTON	2,900	2,760	95
FAYETTE		C BECKLEY-BLUEFIELD-OAK HILL	21,100	20,840	99
GILMER		D CLARKSBURG-WESTON	3,100	2,990	96
GRANT		D HARRISONBURG	3,600	3,440	96
GREENBRIER		D BECKLEY-BLUEFIELD-OAK HILL	14,400	14,140	98
HAMPSHIRE		D WASHINGTON, DC	6,000	5,800	97
HANCOCK	M	B WHEELING-STEUBENVILLE	14,800	14,670	99
HARDY		D WASHINGTON, DC	3,700	3,610	98
HARRISON		C CLARKSBURG-WESTON	29,500	29,230	99
JACKSON		D CHARLESTON-HUNTINGTON	9,600	9,450	98
JEFFERSON		D WASHINGTON, DC	12,900	12,680	98
KANAWHA	M	B CHARLESTON-HUNTINGTON	89,700	88,550	99
LEWIS		D CLARKSBURG-WESTON	7,200	7,070	98
LINCOLN	M	D CHARLESTON-HUNTINGTON	7,900	7,730	98
LOGAN		C CHARLESTON-HUNTINGTON	17,400	17,170	99
MCDOWELL		C BECKLEY-BLUEFIELD-OAK HILL	15,800	15,470	98
MARION		C PITTSBURGH	25,000	24,690	99
MARSHALL	M	B WHEELING-STEUBENVILLE	14,800	14,640	99
MASON		D CHARLESTON-HUNTINGTON	10,000	9,820	98
MERCER		C BECKLEY-BLUEFIELD-OAK HILL	27,300	26,820	98
MINERAL		C WASHINGTON, DC	10,300	10,080	98
MINGO		D CHARLESTON-HUNTINGTON	12,600	12,260	97
MONONGALIA		C PITTSBURGH	29,000	28,570	99
MONROE		D BECKLEY-BLUEFIELD-OAK HILL	4,900	4,800	98
MORGAN		D WASHINGTON, DC	4,400	4,290	98
NICHOLAS		D CHARLESTON-HUNTINGTON	10,600	10,430	98
OHIO	M	B WHEELING-STEUBENVILLE	23,000	22,780	99
PENDLETON		D HARRISONBURG	3,000	2,850	95
PLEASANTS		D PARKERSBURG	2,900	2,880	99
POCAHONTAS		D ROANOKE-LYNCHBURG	3,800	3,620	95
PRESTON		D PITTSBURGH	11,500	11,200	97
PUTNAM	M	B CHARLESTON-HUNTINGTON	16,600	16,340	98
RALEIGH		C BECKLEY-BLUEFIELD-OAK HILL	32,200	31,540	98
RANDOLPH		D CLARKSBURG-WESTON	10,600	10,370	98
RITCHIE		D CLARKSBURG-WESTON	4,500	4,360	97
ROANE		D CHARLESTON-HUNTINGTON	5,500	5,340	97
SUMMERS		D BECKLEY-BLUEFIELD-OAK HILL	5,300	5,150	97
TAYLOR		D CLARKSBURG-WESTON	6,200	6,120	99
TUCKER		D CLARKSBURG-WESTON	3,400	3,310	97
TYLER		D WHEELING-STEUBENVILLE	4,000	3,930	98
UPSHUR		D CLARKSBURG-WESTON	9,000	8,850	98
WAYNE	M	B CHARLESTON-HUNTINGTON	16,900	16,630	98
WEBSTER		D CLARKSBURG-WESTON	4,500	4,430	98
WETZEL		D WHEELING-STEUBENVILLE	7,900	7,710	98
WIRT		B CHARLESTON-HUNTINGTON	1,800	1,700	94
WOOD	M	B PARKERSBURG	35,800	35,320	99
WYOMING		D BECKLEY-BLUEFIELD-OAK HILL	11,900	11,740	99
		STATE TOTAL	732,200	719,930	
WISCONSIN					
ADAMS		D WAUSAU-RHINELANDER	5,200	5,100	98
ASHLAND		D DULUTH-SUPERIOR	6,400	6,290	98
BARRON		D MINNEAPOLIS-ST. PAUL	15,700	15,340	98
BAYFIELD		D DULUTH-SUPERIOR	5,500	5,300	96
BROWN	M	B GREEN BAY-APPLETON	71,200	70,670	99
BUFFALO		D LA CROSSE-EAU CLAIRE	5,500	5,410	98
BURNETT		D MINNEAPOLIS-ST. PAUL	5,500	5,360	97
CALUMET	M	B GREEN BAY-APPLETON	12,200	12,140	100
CHIPPEWA		C LA CROSSE-EAU CLAIRE	19,000	18,830	99
CLARK		D WAUSAU-RHINELANDER	12,200	12,020	99
COLUMBIA		C MADISON	17,900	17,630	98
CRAWFORD		D CEDAR RAPIDS-WATERLOO&DUBQ	6,100	5,980	98
DANE	M	B MADISON	139,900	137,120	98
DODGE		C MILWAUKEE	26,700	26,470	99
DOOR		D GREEN BAY-APPLETON	10,900	10,850	100
DOUGLAS	M	B DULUTH-SUPERIOR	16,300	16,090	99
DUNN		D MINNEAPOLIS-ST. PAUL	12,300	12,070	98
EAU CLAIRE		C LA CROSSE-EAU CLAIRE	31,700	31,310	99
FLORENCE		D MARQUETTE	1,400	1,390	99
FOND DU LAC		C GREEN BAY-APPLETON	32,200	31,890	99
FOREST		D WAUSAU-RHINELANDER	3,400	3,380	99
GRANT		C CEDAR RAPIDS-WATERLOO&DUBQ	17,700	17,390	98
GREEN		D MADISON	12,300	12,110	98
GREEN LAKE		D GREEN BAY-APPLETON	7,400	7,320	99
IOWA		D MADISON	7,700	7,580	98
IRON		D DULUTH-SUPERIOR	2,700	2,670	99
JACKSON		D LA CROSSE-EAU CLAIRE	6,400	6,350	99
JEFFERSON		C MILWAUKEE	24,800	24,510	99
JUNEAU		D MADISON	8,600	8,510	99
KENOSHA		A CHICAGO	43,800	43,480	99
KEWAUNEE	M	D GREEN BAY-APPLETON	6,900	6,860	99
LA CROSSE		C LA CROSSE-EAU CLAIRE	36,100	35,740	99
LAFAYETTE		D MADISON	6,200	6,130	99
LANGLADE		D WAUSAU-RHINELANDER	7,500	7,380	98
LINCOLN		D WAUSAU-RHINELANDER	11,100	11,010	99
MANITOWOC	M	C GREEN BAY-APPLETON	30,000	29,740	99
MARATHON		C WAUSAU-RHINELANDER	41,200	40,790	99
MARINETTE		D GREEN BAY-APPLETON	16,000	15,890	99
MARQUETTE		D MADISON	5,600	5,520	99
MENOMINEE		D GREEN BAY-APPLETON	900	890	99
MILWAUKEE	M	A MILWAUKEE	373,400	369,070	99
MONROE		D LA CROSSE-EAU CLAIRE	13,500	13,320	99
OCONTO		D GREEN BAY-APPLETON	11,800	11,680	99
ONEIDA		D WAUSAU-RHINELANDER	13,000	12,820	99
OUTAGAMIE	M	B GREEN BAY-APPLETON	49,600	49,350	99
OZAUKEE	M	A MILWAUKEE	25,200	25,050	99
PEPIN		D MINNEAPOLIS-ST. PAUL	2,700	2,620	97
PIERCE		D MINNEAPOLIS-ST. PAUL	11,600	11,470	99
POLK		D MINNEAPOLIS-ST. PAUL	13,300	13,120	99
PORTAGE		C WAUSAU-RHINELANDER	20,100	19,830	99
PRICE		D WAUSAU-RHINELANDER	6,400	6,260	98
RACINE		A MILWAUKEE	64,200	63,520	99
RICHLAND		D MADISON	6,500	6,390	98
ROCK		C MADISON	51,600	51,080	99
RUSK		D LA CROSSE-EAU CLAIRE	5,800	5,660	98
ST CROIX	M	A MINNEAPOLIS-ST. PAUL	16,900	16,700	99
SAUK		C MADISON	17,700	17,310	98
SAWYER		D DULUTH-SUPERIOR	5,700	5,450	96
SHAWANO		D GREEN BAY-APPLETON	14,300	14,170	99
SHEBOYGAN		C MILWAUKEE	38,300	37,930	99
TAYLOR		D WAUSAU-RHINELANDER	6,500	6,370	98
TREMPEALEAU		D LA CROSSE-EAU CLAIRE	9,700	9,580	99
VERNON		D LA CROSSE-EAU CLAIRE	10,100	9,920	98
VILAS		D WAUSAU-RHINELANDER	7,500	7,380	98
WALWORTH		C MILWAUKEE	27,500	27,210	99
WASHBURN		D DULUTH-SUPERIOR	5,700	5,550	97
WASHINGTON	M	A MILWAUKEE	31,300	31,020	99
WAUKESHA	M	A MILWAUKEE	101,100	100,370	99
WAUPACA		C GREEN BAY-APPLETON	16,700	16,530	99
WAUSHARA		D GREEN BAY-APPLETON	8,500	8,380	99
WINNEBAGO	M	B GREEN BAY-APPLETON	53,300	52,920	99
WOOD		C WAUSAU-RHINELANDER	28,900	28,620	99
		STATE TOTAL	1,818,500	1,797,160	
WYOMING					
ALBANY		D DENVER	12,000	11,650	97
BIG HORN		D BILLINGS	4,500	4,360	97
CAMPBELL		D RAPID CITY	11,700	11,640	99
CARBON		D DENVER	6,600	6,410	97
CONVERSE		D CASPER-RIVERTON	4,800	4,690	98
CROOK		D RAPID CITY	2,300	2,180	95
FREMONT		C CASPER-RIVERTON	12,400	11,920	96
GOSHEN		D CHEYENNE-SCOTTSBLUFF	5,100	5,050	99
HOT SPRINGS		D CASPER-RIVERTON	2,200	2,160	98
JOHNSON		D CASPER-RIVERTON	2,600	2,450	94
LARAMIE	M	C CHEYENNE-SCOTTSBLUFF	29,100	28,670	99
LINCOLN		D IDAHO FALLS-POCATELLO	5,600	5,440	97
NATRONA		C CASPER-RIVERTON	26,900	26,390	98
NIOBRARA		D CASPER-RIVERTON	1,200	1,160	97
PARK		D BILLINGS	9,300	9,090	98
PLATTE		D DENVER	4,200	4,140	99
SHERIDAN		D RAPID CITY	10,300	10,040	97
SUBLETTE		D SALT LAKE CITY	2,300	2,240	97
SWEETWATER		C SALT LAKE CITY	16,000	15,630	98
TETON		D SALT LAKE CITY	5,200	4,970	96
UINTA		D SALT LAKE CITY	7,200	7,030	98
WASHAKIE		D SALT LAKE CITY	3,500	3,410	97
WESTON		D RAPID CITY	2,800	2,690	96
		STATE TOTAL	187,800	183,410	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
662 ABILENE-SWEETWATER		117,800	115,780	98	.128
TEXAS					
BROWN	D	14,000	13,680		
CALLAHAN	C	4,900	4,830		
COKE	D	1,300	1,280		
COLEMAN	D	4,200	4,130		
EASTLAND	D	7,900	7,670		
FISHER	D	2,100	2,080		
HASKELL	D	2,700	2,650		
JONES	C	6,700	6,610		
MITCHELL	D	3,300	3,220		
NOLAN	D	6,300	6,220		
RUNNELS	D	4,700	4,660		
SCURRY	D	7,000	6,910		
SHACKELFORD	D	1,500	1,450		
STEPHENS	D	4,300	4,170		
STONEWALL	D	1,000	980		
TAYLOR	C	45,900	45,240		
657 ADA-ARDMORE		75,500	73,780	98	.082
OKLAHOMA					
ATOKA	D	4,800	4,710		
BRYAN	M D	13,300	12,990		
CARTER	M C	18,100	17,750		
CHOCTAW	D	6,100	5,850		
COAL	D	2,200	2,160		
JOHNSTON	M D	4,100	4,040		
LOVE	D	3,300	3,230		
MARSHALL	M D	5,200	5,130		
PONTOTOC	M D	13,400	13,200		
PUSHMATAHA	D	5,000	4,720		
532 ALBANY-SCHENECTADY-TROY		491,400	484,610	99	.537
MASSACHUSETTS					
BERKSHIRE	C	55,200	54,260		
NEW YORK					
ALBANY	M B	112,300	110,690		
COLUMBIA	C	23,400	23,050		
FULTON	C	21,300	21,070		
GREENE	M C	16,700	16,450		
HAMILTON	D	2,000	1,980		
MONTGOMERY	M B	20,300	20,080		
RENSSELAER	M B	56,100	55,380		
SARATOGA	M B	59,100	58,400		
SCHENECTADY	M B	59,100	58,500		
SCHOHARIE	D	11,100	10,960		
WARREN	C	21,000	20,650		
WASHINGTON	C	20,000	19,730		
VERMONT					
BENNINGTON	D	13,800	13,410		
525 ALBANY, GA		130,700	128,320	98	.142
GEORGIA					
ATKINSON	D	2,100	2,030		
BAKER	D	1,200	1,170		
BEN HILL	D	6,600	6,420		
BERRIEN	D	5,200	5,100		
CALHOUN	D	1,500	1,450		
COFFEE	D	10,700	10,490		
COLQUITT	M D	13,500	13,310		
COOK	D	5,000	4,940		
CRISP	D	7,300	7,180		
DOUGHERTY	M C	35,100	34,570		
IRWIN	D	3,400	3,350		
LANIER	D	2,000	1,960		
LEE	M C	5,300	5,200		
MILLER	D	2,700	2,640		
MITCHELL	D	7,000	6,860		
TIFT	M D	12,200	11,950		
TURNER	D	3,200	3,160		
WORTH	M D	6,700	6,540		
790 ALBUQUERQUE-SANTA FE		438,600	420,740	96	.466
ARIZONA					
APACHE-N	C	11,700	9,750		
COLORADO					
ARCHULETA	D	2,000	1,910		
CONEJOS	D	2,700	2,640		
LA PLATA	D	12,100	11,550		
MONTEZUMA	D	6,900	6,520		
RIO GRANDE	D	3,900	3,830		
SAGUACHE	D	1,400	1,320		
NEW MEXICO					
BERNALILLO	M B	190,600	185,930		
CIBOLA	D	10,300	10,060		
COLFAX	D	5,300	5,050		
DE BACA	D	1,100	1,070		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
790 ALBUQUERQUE-SANTA FE (CONT'D)					
NEW MEXICO					
GRANT	D	9,400	9,090		
GUADALUPE	D	1,500	1,430		
HARDING	D	400	370		
LINCOLN	D	6,100	5,760		
LOS ALAMOS	D	7,500	7,360		
MCKINLEY	C	20,800	19,070		
MORA	D	1,500	1,320		
QUAY	D	4,600	4,390		
RIO ARRIBA	D	11,100	10,410		
SANDOVAL	M B	16,100	15,550		
SAN JUAN	C	33,000	31,450		
SAN MIGUEL	D	8,800	8,140		
SANTA FE	C	35,300	33,630		
SIERRA	D	4,200	3,910		
SOCORRO	D	4,700	4,560		
TAOS	D	7,500	7,030		
TORRANCE	D	3,400	3,290		
VALENCIA	D	14,700	14,350		
644 ALEXANDRIA, LA		88,900	87,080	98	.096
LOUISIANA					
AVOYELLES	C	14,900	14,570		
GRANT	B	6,700	6,530		
RAPIDES	M B	49,000	48,170		
VERNON	C	18,300	17,810		
583 ALPENA		15,800	15,520	98	.017
MICHIGAN					
ALCONA	D	4,400	4,290		
ALPENA	D	11,400	11,230		
634 AMARILLO		175,800	173,040	98	.192
NEW MEXICO					
CURRY	C	16,200	15,950		
UNION	D	1,900	1,780		
OKLAHOMA					
CIMARRON	D	1,600	1,510		
TEXAS	D	6,500	6,370		
TEXAS					
ARMSTRONG	M D	800	790		
BRISCOE	D	1,000	990		
CARSON	M D	2,400	2,380		
CASTRO	D	3,200	3,170		
CHILDRESS	D	2,500	2,420		
COLLINGSWORTH	D	1,700	1,640		
COTTLE	D	1,100	1,060		
DALLAM	D	2,500	2,420		
DEAF SMITH	D	6,400	6,250		
DONLEY	D	1,600	1,560		
GRAY	D	9,900	9,770		
HALL	D	1,900	1,860		
HANSFORD	D	2,400	2,370		
HARTLEY	D	1,300	1,280		
HEMPHILL	D	1,900	1,860		
HUTCHINSON	D	10,200	10,100		
LIPSCOMB	D	1,300	1,260		
MOORE	D	6,100	6,060		
OCHILTREE	D	3,500	3,410		
OLDHAM	D	700	690		
PARMER	D	3,300	3,210		
POTTER	M B	40,800	40,260		
RANDALL	M B	35,200	34,840		
ROBERTS	D	400	400		
SHERMAN	D	1,100	1,070		
SWISHER	D	3,300	3,250		
WHEELER	D	3,100	3,060		
743 ANCHORAGE		115,800	110,180	95	.122
ALASKA					
ANCHORAGE	M B	85,800	82,890		
KENAI-PENSLA	D	15,700	14,230		
MATANKA-SUSTN	D	14,300	13,060		
524 ATLANTA		1,344,100	1,325,390	99	1.467
ALABAMA					
CHEROKEE	D	7,300	7,170		
CLEBURNE	D	5,100	4,970		
GEORGIA					
BANKS	D	3,800	3,700		
BARROW	M D	9,900	9,790		
BARTOW	C	17,900	17,710		
BUTTS	M A	4,900	4,740		
CARROLL	C	23,600	23,260		
CHATTOOGA	D	7,900	7,800		

M – Metro county of DMA market
NM – Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
524 ATLANTA (CONT'D)					
GEORGIA					
CHEROKEE	M A	27,100	26,780		
CLARKE	C	31,200	30,180		
CLAYTON	M A	64,200	63,760		
COBB	M A	161,700	160,050		
COWETA	M D	17,300	17,020		
DAWSON	D	2,600	2,550		
DE KALB	M A	209,200	207,110		
DOUGLAS	M A	24,800	24,560		
FAYETTE	M A	18,300	18,020		
FLOYD	C	30,300	29,900		
FORSYTH	M A	14,700	14,500		
FULTON	M A	260,300	256,600		
GILMER	D	4,700	4,600		
GORDON	D	12,200	12,070		
GREENE	D	4,100	4,030		
GWINNETT	M A	110,600	109,440		
HABERSHAM	D	10,000	9,670		
HALL	C	33,300	32,740		
HARALSON	D	7,700	7,610		
HEARD	D	2,600	2,470		
HENRY	M A	17,700	17,240		
JACKSON	C	10,400	10,230		
JASPER	D	3,000	2,940		
LAMAR	D	4,600	4,490		
LUMPKIN	D	4,200	4,100		
MERIWETHER	D	7,200	7,060		
MONROE	D	5,800	5,710		
MORGAN	D	4,200	4,100		
NEWTON	M A	14,400	14,100		
OCONEE	C	5,600	5,510		
OGLETHORPE	D	3,600	3,500		
PAULDING	M A	12,400	12,180		
PICKENS	D	5,200	5,140		
PIKE	D	3,400	3,330		
POLK	D	12,400	12,220		
PUTNAM	D	4,600	4,500		
RABUN	D	4,300	4,120		
ROCKDALE	M A	17,600	17,210		
SPALDING	M C	19,100	18,920		
TOWNS	D	2,700	2,660		
TROUP	C	20,300	19,890		
UNION	D	4,300	4,240		
UPSON	D	10,000	9,850		
WALTON	M A	12,300	12,140		
WHITE	D	4,600	4,400		
NORTH CAROLINA					
CLAY	D	2,900	2,810		
520 AUGUSTA		231,200	227,110	98	.251
GEORGIA					
BURKE	D	7,100	6,910		
COLUMBIA	M B	21,600	21,370		
EMANUEL	D	7,700	7,550		
GLASCOCK	D	800	780		
HANCOCK	D	3,000	2,930		
JEFFERSON	D	6,700	6,510		
JENKINS	D	2,900	2,840		
JOHNSON	D	3,200	3,130		
LINCOLN	D	2,300	2,250		
MC DUFFIE	M D	7,700	7,560		
RICHMOND	M B	69,800	68,660		
SCREVEN	D	5,800	5,700		
TALIAFERRO	D	900	880		
WARREN	D	2,000	1,960		
WASHINGTON	D	6,600	6,460		
WILKES	D	4,000	3,880		
SOUTH CAROLINA					
AIKEN	M B	46,500	45,880		
ALLENDALE	D	3,800	3,650		
BAMBERG	D	6,200	6,000		
BARNWELL	D	7,800	7,640		
EDGEFIELD	D	6,300	6,210		
MCCORMICK	D	2,300	2,250		
SALUDA	D	6,200	6,110		
635 AUSTIN		349,200	340,860	98	.377
TEXAS					
BASTROP	D	13,600	13,250		
BLANCO	D	2,600	2,550		
BURNET	D	10,600	10,460		
CALDWELL	D	9,500	9,190		
FAYETTE	D	8,300	8,000		
HAYS	M B	20,000	19,600		
LEE	D	4,800	4,640		
LLANO	D	5,600	5,530		
MASON	D	1,600	1,440		
TRAVIS	M B	231,800	226,240		
WILLIAMSON	M B	40,800	39,960		
800 BAKERSFIELD		161,700	158,060	98	.175
CALIFORNIA					
KERN-W	B	161,700	158,060		
512 BALTIMORE		921,100	911,260	99	1.009
MARYLAND					
ANNE ARUNDEL	M A	146,900	145,750		
BALTIMORE	M A	261,500	258,810		
CAROLINE	D	9,200	9,100		
CARROLL	M A	40,600	40,110		
CECIL	A	24,100	23,790		
DORCHESTER	D	11,500	11,380		
HARFORD	M A	56,600	56,090		
HOWARD	M A	59,300	58,960		
KENT	D	6,600	6,510		
QUEEN ANNES	M D	11,300	11,160		
TALBOT	D	11,400	11,140		
BALTIMRE CITY	M A	282,100	278,460		
537 BANGOR		130,400	128,290	98	.142
MAINE					
HANCOCK	M C	18,200	17,900		
KNOX	D	14,100	13,760		
PENOBSCOT	M C	49,400	48,750		
PISCATAQUIS	D	6,700	6,580		
SOMERSET	C	16,900	16,570		
WALDO	D	11,700	11,540		
WASHINGTON	D	13,400	13,190		
716 BATON ROUGE		260,000	256,100	99	.284
LOUISIANA					
ASCENSION	M B	19,700	19,440		
ASSUMPTION	D	6,900	6,850		
E BATON ROUGE	M B	142,000	140,100		
E FELICIANA	D	6,000	5,880		
IBERVILLE	D	10,500	10,380		
LIVINGSTON	M B	25,100	24,660		
POINTE COUPEE	D	8,400	8,210		
ST HELENA	D	3,200	3,120		
ST MARY	C	20,800	20,500		
W BATON ROUGE	M B	6,700	6,570		
W FELICIANA	D	2,600	2,550		
MISSISSIPPI					
AMITE	D	4,700	4,560		
WILKINSON	D	3,400	3,280		
692 BEAUMONT-PORT ARTHUR		166,800	163,580	98	.181
TEXAS					
HARDIN	M B	15,400	15,090		
JASPER	D	12,200	11,890		
JEFFERSON	M B	93,700	92,270		
NEWTON	D	4,900	4,680		
ORANGE	M B	28,200	27,620		
SABINE	D	4,400	4,240		
TYLER	D	8,000	7,790		
559 BECKLEY-BLUEFIELD-OAK HILL		150,500	147,680	98	.164
VIRGINIA					
TAZEWELL	C	17,600	17,180		
WEST VIRGINIA					
FAYETTE	C	21,100	20,840		
GREENBRIER	D	14,400	14,140		
MCDOWELL	C	15,800	15,470		
MERCER	C	27,300	26,820		
MONROE	D	4,900	4,800		
RALEIGH	C	32,200	31,540		
SUMMERS	D	5,300	5,150		
WYOMING	D	11,900	11,740		
821 BEND, OR		27,100	26,090	96	.029
OREGON					
DESCHUTES	M C	27,100	26,090		
756 BILLINGS		91,700	89,110	97	.099
MONTANA					
BIG HORN	D	3,600	3,540		
CARBON	D	3,800	3,570		
CUSTER	D	5,500	5,290		
GARFIELD	D	600	540		
GOLDEN VALLEY	D	400	380		
MUSSELSHELL	D	1,800	1,720		
PARK	D	5,700	5,370		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
756 BILLINGS (CONT'D)					
MONTANA					
ROSEBUD	D	4,400	4,120		
STILLWATER	D	2,500	2,430		
SWEET GRASS	D	1,300	1,250		
TREASURE	D	400	380		
WHEATLAND	D	900	880		
YELLOWSTONE	M C	47,000	46,190		
WYOMING					
BIG HORN	D	4,500	4,360		
PARK	D	9,300	9,090		
746 BILOXI-GULFPORT		66,800	65,590	98	.073
MISSISSIPPI					
HARRISON	B	63,200	62,090		
STONE	B	3,600	3,500		
502 BINGHAMTON		160,100	157,700	99	.175
NEW YORK					
BROOME	M B	80,500	79,490		
CHENANGO	C	18,900	18,690		
DELAWARE	C	17,800	17,380		
TIOGA	M B	18,700	18,390		
PENNSYLVANIA					
BRADFORD	C	24,200	23,750		
630 BIRMINGHAM,ANNISTON		558,800	550,390	98	.609
ALABAMA					
BIBB	D	6,000	5,700		
BLOUNT	M D	15,700	15,290		
CALHOUN	NM C	45,100	44,570		
CHILTON	D	13,000	12,780		
CLAY	D	4,800	4,620		
COOSA	D	4,400	4,230		
CULLMAN	C	25,800	25,490		
ETOWAH	C	39,600	39,090		
FAYETTE	D	7,200	7,070		
GREENE	D	3,600	3,390		
HALE	D	5,100	4,860		
JEFFERSON	M B	265,500	261,860		
MARION	D	12,300	12,060		
SAINT CLAIR	M B	17,400	17,150		
SHELBY	M B	30,800	30,500		
TALLADEGA	C	27,100	26,680		
WALKER	M B	26,500	26,100		
WINSTON	D	9,100	8,950		
757 BOISE		159,200	154,860	97	.171
IDAHO					
ADA	M B	79,200	77,580		
ADAMS	D	1,200	1,070		
BLAINE	D	5,700	5,510		
BOISE	D	1,600	1,490		
CAMAS	D	300	290		
CANYON	M C	32,000	31,130		
ELMORE	D	7,000	6,810		
GEM	D	4,400	4,200		
OWYHEE	D	2,900	2,790		
PAYETTE	D	6,200	6,020		
VALLEY	D	2,400	2,260		
WASHINGTON	D	3,100	2,950		
OREGON					
GRANT	D	3,300	3,090		
MALHEUR	D	9,900	9,670		
506 BOSTON		2,092,500	2,062,500	99	2.284
MASSACHUSETTS					
BARNSTABLE	C	76,800	76,010		
ESSEX	M A	250,500	247,640		
MIDDLESEX	M A	504,300	497,900		
NANTUCKET	D	2,700	2,640		
NORFOLK	M A	223,100	221,580		
PLYMOUTH	B	152,200	151,000		
SUFFOLK	M A	269,800	261,380		
WORCESTER	B	247,900	245,170		
NEW HAMPSHIRE					
BELKNAP	C	19,000	18,590		
CHESHIRE	C	25,300	24,430		
HILLSBOROUGH	B	121,800	120,610		
MERRIMACK	C	44,200	43,380		
ROCKINGHAM	B	88,100	87,330		
STRAFFORD	C	35,100	34,720		
SULLIVAN	D	15,300	14,870		
VERMONT					
WINDHAM	D	16,400	15,250		
736 BOWLING GREEN		50,500	49,460	98	.055
KENTUCKY					
ADAIR	D	5,800	5,590		
EDMONSON	D	3,600	3,500		
HART	D	6,000	5,870		
METCALFE	D	3,700	3,620		
WARREN	C	31,400	30,880		
514 BUFFALO		602,700	595,590	99	.659
NEW YORK					
ALLEGANY	C	17,600	17,340		
CATTARAUGUS	C	30,900	30,280		
CHAUTAUQUA	C	55,000	54,210		
ERIE	M B	358,600	354,730		
GENESEE	C	21,400	21,170		
NIAGARA	M B	80,300	79,630		
WYOMING	D	13,700	13,600		
PENNSYLVANIA					
MCKEAN	C	18,200	17,810		
POTTER	D	7,000	6,820		
523 BURLINGTON-PLATTSBURGH		273,200	267,910	98	.297
NEW HAMPSHIRE					
GRAFTON	C	26,400	25,420		
NEW YORK					
CLINTON	M C	26,900	26,660		
ESSEX	M D	14,300	14,060		
FRANKLIN	C	16,000	15,590		
ST LAWRENCE-E	C	13,200	13,060		
VERMONT					
ADDISON	D	11,300	11,090		
CALEDONIA	D	10,600	10,410		
CHITTENDEN	M C	46,900	46,230		
FRANKLIN	M D	13,400	13,200		
GRAND ISLE	M D	1,900	1,880		
LAMOILLE	D	7,000	6,840		
ORANGE	D	9,300	9,080		
ORLEANS	D	9,100	8,960		
RUTLAND	C	23,600	23,210		
WASHINGTON	C	21,000	20,590		
WINDSOR	C	22,300	21,630		
754 BUTTE		48,200	46,540	97	.052
MONTANA					
BEAVERHEAD	D	3,200	3,050		
DEER LODGE	M D	4,100	4,030		
GALLATIN	C	18,900	17,870		
JEFFERSON	D	3,100	3,010		
MADISON	D	2,200	2,160		
POWELL	D	2,400	2,340		
SILVER BOW	M D	14,300	14,080		
767 CASPER-RIVERTON		50,100	48,770	97	.054
WYOMING					
CONVERSE	D	4,800	4,690		
FREMONT	C	12,400	11,920		
HOT SPRINGS	D	2,200	2,160		
JOHNSON	D	2,600	2,450		
NATRONA	C	26,900	26,390		
NIOBRARA	D	1,200	1,160		
637 CEDAR RAPIDS-WATERLOO&DUBQ		321,600	316,740	98	.351
IOWA					
ALLAMAKEE	D	5,400	5,310		
BENTON	M D	8,900	8,790		
BLACK HAWK	M C	46,900	46,440		
BREMER	D	8,800	8,720		
BUCHANAN	M D	8,000	7,890		
BUTLER	D	6,300	6,200		
CEDAR	D	7,300	7,250		
CHICKASAW	D	5,300	5,230		
CLAYTON	D	8,200	8,100		
DELAWARE	D	6,800	6,710		
DUBUQUE	M C	31,200	30,850		
FAYETTE	D	9,100	9,000		
GRUNDY	D	5,300	5,230		
IOWA	D	6,000	5,950		
JOHNSON	C	33,500	32,470		
JONES	D	7,200	7,120		
KEOKUK	D	4,900	4,820		
LINN	M B	66,400	65,530		
TAMA	D	6,900	6,850		
WASHINGTON	D	7,800	7,390		
WINNESHIEK	D	7,600	7,520		
WISCONSIN					
CRAWFORD	D	6,100	5,980		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
637 CEDAR RAPIDS-WATERLOO&DUBQ (CONT'D)					
WISCONSIN					
GRANT	C	17,700	17,390		
648 CHAMPAIGN&SPRNGFLD-DECATUR		332,100	326,540	98	.362
ILLINOIS					
CASS	D	5,500	5,410		
CHAMPAIGN	M B	62,400	60,750		
CHRISTIAN	D	14,300	14,140		
COLES	C	19,700	19,460		
DE WITT	D	7,200	7,110		
DOUGLAS	D	7,600	7,440		
FORD	D	5,800	5,760		
LOGAN	D	10,700	10,580		
MACON	M C	48,600	48,050		
MENARD	M B	4,800	4,770		
MORGAN	D	14,400	14,100		
MOULTRIE	D	5,500	5,430		
PIATT	D	6,400	6,330		
SANGAMON	M B	74,500	73,170		
SHELBY	D	9,300	9,200		
VERMILION	M C	35,400	34,840		
564 CHARLESTON-HUNTINGTON		500,400	491,240	98	.544
KENTUCKY					
BOYD	M B	20,500	20,270		
CARTER	D	8,900	8,670		
ELLIOTT	D	2,500	2,460		
FLOYD	C	18,500	18,010		
GREENUP	B	13,300	13,110		
JOHNSON	D	9,000	8,870		
LAWRENCE	D	5,300	5,120		
LEWIS	D	5,000	4,790		
MAGOFFIN	D	4,900	4,780		
MARTIN	D	4,600	4,510		
MORGAN	D	4,300	4,120		
PIKE	C	29,800	29,130		
OHIO					
ATHENS	C	19,800	19,160		
GALLIA	D	11,000	10,790		
JACKSON	D	11,200	11,000		
LAWRENCE	M B	23,400	23,170		
MEIGS	D	9,100	8,930		
SCIOTO	C	30,300	29,870		
VINTON	D	4,400	4,270		
WEST VIRGINIA					
BOONE	D	11,000	10,790		
BRAXTON	D	5,500	5,380		
CABELL	M B	41,900	41,400		
CALHOUN	D	3,400	3,260		
CLAY	D	4,200	3,960		
JACKSON	D	9,600	9,450		
KANAWHA	M B	89,700	88,550		
LINCOLN	M D	7,900	7,730		
LOGAN	C	17,400	17,170		
MASON	D	10,000	9,820		
MINGO	D	12,600	12,260		
NICHOLAS	D	10,600	10,430		
PUTNAM	M B	16,600	16,340		
ROANE	D	5,500	5,340		
WAYNE	M B	16,900	16,630		
WIRT	B	1,800	1,700		
519 CHARLESTON, SC		216,400	212,980	98	.236
SOUTH CAROLINA					
BERKELEY	M B	44,900	44,200		
CHARLESTON	M B	100,600	99,100		
COLLETON	D	12,800	12,530		
DORCHESTER	M B	27,800	27,400		
GEORGETOWN	C	17,300	16,980		
WILLIAMSBURG	D	13,000	12,770		
517 CHARLOTTE		695,700	686,030	99	.760
NORTH CAROLINA					
ALEXANDER	C	10,300	10,160		
ANSON	D	9,100	8,980		
ASHE	D	9,300	9,070		
BURKE	C	29,400	29,020		
CABARRUS	M B	35,700	35,280		
CALDWELL	C	26,900	26,440		
CATAWBA	C	44,700	44,260		
CLEVELAND	C	32,400	31,900		
GASTON	M B	64,000	63,190		
IREDELL	C	34,300	33,660		
LINCOLN	M C	18,100	17,970		
MECKLENBURG	M B	184,200	181,600		
RICHMOND	C	18,000	17,740		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
517 CHARLOTTE (CONT'D)					
NORTH CAROLINA					
ROWAN	M B	41,300	40,810		
STANLY	C	19,900	19,760		
UNION	M B	28,700	28,290		
WATAUGA	D	12,900	12,320		
SOUTH CAROLINA					
CHESTER	D	11,100	10,910		
LANCASTER	C	20,700	20,420		
YORK	M C	44,700	44,250		
584 CHARLOTTESVILLE		40,600	39,120	96	.043
VIRGINIA					
ALBEMARLE	M C	40,600	39,120		
575 CHATTANOOGA		303,300	298,450	98	.330
ALABAMA					
JACKSON	C	19,900	19,500		
GEORGIA					
CATOOSA	M B	14,700	14,540		
DADE	M B	4,300	4,220		
FANNIN	D	6,300	6,140		
MURRAY	D	8,700	8,590		
WALKER	M B	20,600	20,180		
WHITFIELD	C	26,000	25,710		
NORTH CAROLINA					
CHEROKEE	D	8,100	7,850		
TENNESSEE					
BLEDSOE	D	3,500	3,370		
BRADLEY	C	27,300	26,870		
GRUNDY	D	5,100	4,980		
HAMILTON	M B	112,400	110,830		
MCMINN	C	16,300	16,130		
MARION	M B	9,500	9,320		
MEIGS	D	2,800	2,740		
POLK	D	5,000	4,920		
RHEA	D	9,400	9,210		
SEQUATCHIE	M B	3,400	3,350		
759 CHEYENNE-SCOTTSBLUFF		51,300	50,540	99	.056
NEBRASKA					
BANNER	D	300	300		
MORRILL	D	2,400	2,370		
SCOTTS BLUFF	D	14,400	14,150		
WYOMING					
GOSHEN	D	5,100	5,050		
LARAMIE	M C	29,100	28,670		
602 CHICAGO		3,153,500	3,106,690	99	3.440
ILLINOIS					
COOK	M A	1,954,200	1,920,000		
DE KALB	C	25,700	25,470		
DU PAGE	M A	273,600	271,360		
GRUNDY	D	12,600	12,470		
IROQUOIS	D	12,300	12,120		
KANE	M A	113,100	111,440		
KANKAKEE	C	36,900	36,290		
KENDALL	D	14,200	14,160		
LAKE	M A	163,800	162,260		
LA SALLE	C	43,000	42,510		
[illegible]INGSTON	C	14,900	14,620		
[illegible]URY	M A	59,800	59,230		
[illegible]	M A	115,800	114,740		
INDIANA					
JASPER	D	9,100	8,950		
LAKE	M A	174,400	172,200		
LA PORTE	C	37,500	37,140		
NEWTON	D	5,200	5,080		
PORTER	M A	43,600	43,130		
WISCONSIN					
KENOSHA	A	43,800	43,480		
868 CHICO-REDDING		156,700	151,920	97	.168
CALIFORNIA					
BUTTE	M C	71,800	69,370		
GLENN	M D	8,700	8,420		
SHASTA	M C	52,300	50,890		
TEHAMA	M D	18,300	17,900		
TRINITY	D	5,600	5,340		
515 CINCINNATI		730,600	721,140	99	.798
INDIANA					
DEARBORN	M A	13,500	13,230		
FAYETTE	D	9,900	9,560		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
515 CINCINNATI (CONT'D)					
INDIANA					
FRANKLIN	D	6,500	6,390		
OHIO	D	2,000	1,970		
RIPLEY	D	8,800	8,630		
SWITZERLAND	D	2,800	2,770		
UNION	D	2,400	2,370		
KENTUCKY					
BOONE	M A	18,100	17,890		
BRACKEN	D	2,700	2,680		
CAMPBELL	M A	29,200	28,900		
GALLATIN	D	1,900	1,880		
GRANT	D	5,000	4,920		
KENTON	M A	51,400	50,870		
MASON	D	6,300	6,220		
OWEN	D	3,400	3,300		
PENDLETON	D	4,000	3,960		
ROBERTSON	D	800	770		
OHIO					
ADAMS	D	9,400	9,140		
BROWN	D	12,600	12,410		
BUTLER	A	99,800	98,750		
CLERMONT	M A	50,700	49,960		
HAMILTON	M A	338,900	334,870		
HIGHLAND	D	13,600	13,290		
WARREN	M A	36,900	36,410		
598 CLARKSBURG-WESTON		87,000	85,510	98	.095
WEST VIRGINIA					
BARBOUR	D	6,100	6,020		
DODDRIDGE	D	2,900	2,760		
GILMER	D	3,100	2,990		
HARRISON	C	29,500	29,230		
LEWIS	D	7,200	7,070		
RANDOLPH	D	10,600	10,370		
RITCHIE	D	4,500	4,360		
TAYLOR	D	6,200	6,120		
TUCKER	D	3,400	3,310		
UPSHUR	D	9,000	8,850		
WEBSTER	D	4,500	4,430		
510 CLEVELAND,AKRON		1,455,100	1,438,180	99	1.592
OHIO					
ASHLAND	C	16,700	16,470		
ASHTABULA	C	37,400	36,930		
CARROLL	B	10,000	9,890		
CRAWFORD	C	18,600	18,370		
CUYAHOGA	M A	569,600	563,280		
ERIE	C	29,200	29,000		
GEAUGA	M A	25,500	25,030		
HOLMES	D	9,000	8,050		
HURON	C	20,500	20,350		
LAKE	M A	78,800	78,410		
LORAIN	M A	96,900	96,010		
MEDINA	M A	40,600	40,330		
PORTAGE	A	49,100	48,680		
RICHLAND	C	48,600	47,810		
STARK	B	139,100	137,280		
SUMMIT	A	195,500	193,640		
TUSCARAWAS	C	33,400	32,910		
WAYNE	C	36,600	35,740		
752 COLORADO SPRINGS-PUEBLO		244,800	239,280	98	.265
COLORADO					
BACA	D	1,900	1,840		
BENT	D	2,000	1,950		
CHEYENNE	D	1,000	970		
COSTILLA	D	1,200	1,060		
CROWLEY	D	1,200	1,170		
CUSTER	D	600	540		
EL PASO	M B	147,800	144,470		
FREMONT	D	12,400	11,970		
HUERFANO	D	2,800	2,750		
KIOWA	D	700	660		
LAS ANIMAS	D	5,500	5,350		
OTERO	D	8,100	7,960		
PROWERS	D	5,500	5,400		
PUEBLO	M C	49,400	48,610		
TELLER	M B	4,700	4,580		
604 COLUMBIA-JEFFERSON CITY		133,300	130,780	98	.145
MISSOURI					
AUDRAIN	D	9,600	9,440		
BOONE	M C	40,600	39,830		
CALLAWAY	M D	11,200	10,990		
CHARITON	D	4,000	3,910		
COLE	M C	22,900	22,630		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
604 COLUMBIA-JEFFERSON CITY (CONT'D)					
MISSOURI					
COOPER	D	5,500	5,380		
HOWARD	D	3,700	3,640		
MARIES	D	3,000	2,940		
MILLER	D	8,200	8,030		
MONITEAU	D	4,500	4,450		
MORGAN	D	6,100	5,750		
OSAGE	D	4,200	4,170		
RANDOLPH	D	9,800	9,620		
546 COLUMBIA, SC		273,600	269,230	98	.298
SOUTH CAROLINA					
CALHOUN	D	4,600	4,500		
CLARENDON	D	9,900	9,630		
FAIRFIELD	D	6,900	6,780		
KERSHAW	D	16,400	16,140		
LEE	D	6,000	5,840		
LEXINGTON	M B	65,700	64,840		
ORANGEBURG	C	31,400	30,790		
RICHLAND	M B	99,700	98,200		
SUMTER	C	33,000	32,510		
673 COLUMBUS-TUPELO-WEST POINT		160,000	156,590	98	.173
ALABAMA					
LAMAR	D	6,300	6,150		
PICKENS	D	7,200	7,050		
MISSISSIPPI					
CALHOUN	D	5,700	5,580		
CHICKASAW	D	6,300	6,110		
CHOCTAW	D	3,100	2,990		
CLAY	D	7,500	7,330		
ITAWAMBA	D	7,900	7,770		
LEE	C	24,700	24,380		
LOWNDES	C	21,900	21,520		
MONROE	D	12,900	12,610		
MONTGOMERY	D	4,400	4,280		
NOXUBEE	D	4,100	3,890		
OKTIBBEHA	D	12,500	12,290		
PONTOTOC	D	8,500	8,270		
PRENTISS	D	9,300	9,120		
TISHOMINGO	D	7,000	6,770		
WEBSTER	D	3,800	3,720		
WINSTON	D	6,900	6,760		
522 COLUMBUS, GA		195,600	192,150	98	.213
ALABAMA					
BARBOUR	D	9,300	9,090		
CHAMBERS	D	14,500	14,300		
LEE	C	32,600	31,960		
RANDOLPH	D	7,400	7,230		
RUSSELL	M B	18,400	18,030		
GEORGIA					
CHATTAHOOCHEE	M B	3,600	3,590		
CLAY	D	1,200	1,160		
HARRIS	D	6,700	6,540		
MACON	D	5,100	4,980		
MARION	D	1,800	1,750		
MUSCOGEE	M B	67,800	66,930		
QUITMAN	D	800	780		
RANDOLPH	D	3,300	3,220		
SCHLEY	D	1,100	1,070		
STEWART	D	1,900	1,850		
SUMTER	D	10,400	10,210		
TALBOT	D	2,100	2,050		
TAYLOR	D	2,800	2,720		
TERRELL	D	4,000	3,910		
WEBSTER	D	800	780		
535 COLUMBUS, OH		658,000	650,680	99	.720
OHIO					
COSHOCTON	D	14,100	13,710		
DELAWARE	M B	21,900	21,640		
FAIRFIELD	M B	35,400	35,160		
FAYETTE	D	10,200	10,070		
FRANKLIN	M B	367,600	364,070		
HARDIN	D	11,900	11,750		
HOCKING	D	9,800	9,660		
KNOX	C	17,800	17,620		
LICKING	M C	47,600	47,010		
MADISON	M B	11,100	10,920		
MARION	C	23,800	23,580		
MORGAN	D	5,300	5,230		
MORROW	D	10,000	9,820		
PERRY	D	11,700	11,530		
PICKAWAY	M B	15,400	15,280		
PIKE	D	9,100	8,950		
ROSS	C	24,000	23,530		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
535 COLUMBUS, OH (CONT'D)					
OHIO					
UNION	M D	11,300	11,150		
600 CORPUS CHRISTI		176,600	172,940	98	.191
TEXAS					
ARANSAS	D	7,000	6,810		
BEE	D	8,600	8,400		
BROOKS	D	2,700	2,610		
DUVAL	D	4,200	4,030		
JIM HOGG	D	1,800	1,730		
JIM WELLS	M D	12,700	12,320		
KENEDY	D	200	200		
KLEBERG	M D	10,400	10,190		
LIVE OAK	D	3,500	3,420		
NUECES	M B	102,900	101,020		
REFUGIO	D	3,000	2,960		
SAN PATRICIO	M B	19,600	19,250		
623 DALLAS-FT. WORTH		1,692,800	1,664,820	98	1.843
TEXAS					
ANDERSON	D	14,800	14,240		
BOSQUE	D	6,100	5,930		
COLLIN	M A	73,600	72,680		
COMANCHE	D	4,900	4,790		
COOKE	D	11,400	11,180		
DALLAS	M A	719,500	708,130		
DELTA	D	1,800	1,750		
DENTON	M A	78,200	76,660		
ELLIS	M A	27,200	26,810		
ERATH	D	10,100	9,860		
FANNIN	D	9,900	9,710		
FREESTONE	D	6,500	6,150		
GRAYSON	C	38,000	37,310		
HAMILTON	D	3,600	3,540		
HENDERSON	C	24,100	23,450		
HILL	D	10,400	10,270		
HOOD	A	11,800	11,700		
HOPKINS	D	11,400	11,170		
HUNT	C	25,700	25,290		
JACK	D	2,900	2,850		
JOHNSON	M A	33,500	32,890		
KAUFMAN	M A	18,500	18,260		
KIMBLE	D	1,600	1,510		
LAMAR	C	17,100	16,590		
LIMESTONE	D	8,600	8,470		
NAVARRO	D	15,300	15,130		
PALO PINTO	D	9,900	9,560		
PARKER	M A	22,000	21,690		
RAINS	D	2,700	2,640		
ROCKWALL	M A	9,500	9,420		
SOMERVELL	D	2,100	2,070		
TARRANT	M A	419,600	413,100		
VAN ZANDT	D	15,700	15,440		
WISE	A	13,100	12,950		
WOOD	D	11,700	11,550		
682 DAVENPORT-R.ISLAND-MOLINE		312,200	308,560	99	.342
ILLINOIS					
BUREAU	D	14,500	14,330		
CARROLL	D	7,000	6,910		
HENDERSON	D	3,500	3,500		
HENRY	M B	20,500	20,380		
JO DAVIESS	D	9,100	9,010		
KNOX	C	22,700	22,370		
MERCER	D	7,000	6,940		
ROCK ISLAND	M B	61,500	60,890		
WARREN	D	8,000	7,910		
WHITESIDE	C	23,800	23,600		
IOWA					
CLINTON	C	20,400	20,230		
DES MOINES	C	18,100	17,790		
HENRY	D	7,200	6,980		
JACKSON	D	8,200	8,120		
LOUISA	D	4,600	4,540		
MUSCATINE	C	15,500	15,340		
SCOTT	M B	60,600	59,720		
542 DAYTON		511,000	505,050	99	.559
INDIANA					
WAYNE	C	26,900	26,320		
OHIO					
AUGLAIZE	B	16,200	16,090		
CHAMPAIGN	B	13,100	12,930		
CLARK	M B	55,400	54,700		
CLINTON	D	13,700	13,570		
DARKE	C	20,700	20,350		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
542 DAYTON (CONT'D)					
OHIO					
GREENE	M B	46,200	45,710		
LOGAN	D	15,800	15,600		
MERCER	D	13,400	13,290		
MIAMI	M B	34,400	33,900		
MONTGOMERY	M B	225,200	222,930		
PREBLE	M B	14,900	14,600		
SHELBY	C	15,100	15,000		
751 DENVER		1,039,100	1,018,110	98	1.127
COLORADO					
ADAMS	M A	106,200	104,880		
ALAMOSA	D	4,500	4,330		
ARAPAHOE	M A	160,000	158,670		
BOULDER	M A	87,300	84,100		
CHAFFEE	D	5,100	4,960		
CLEAR CREEK	D	2,900	2,830		
DENVER	M A	234,800	228,600		
DOUGLAS	M A	13,400	13,150		
EAGLE	D	7,500	7,190		
ELBERT	D	3,100	3,030		
GARFIELD	D	10,400	10,070		
GILPIN	M A	1,300	1,280		
GRAND	D	3,800	3,520		
GUNNISON	D	4,100	3,960		
HINSDALE	D	200	200		
JACKSON	D	700	690		
JEFFERSON	M A	168,600	166,460		
KIT CARSON	D	2,900	2,860		
LAKE	D	2,500	2,280		
LARIMER	C	72,100	70,620		
LINCOLN	D	1,800	1,750		
LOGAN	D	7,500	7,380		
MINERAL	D	300	290		
MOFFAT	D	5,100	4,900		
MORGAN	D	8,300	8,160		
PARK	D	2,900	2,700		
PHILLIPS	D	1,800	1,790		
PITKIN	D	5,100	4,850		
RIO BLANCO	D	2,300	2,270		
ROUTT	D	5,700	5,430		
SAN JUAN	D	400	390		
SEDGWICK	D	1,400	1,380		
SUMMIT	D	5,100	4,840		
WASHINGTON	D	1,900	1,870		
WELD	C	51,700	51,040		
YUMA	D	3,800	3,720		
NEBRASKA					
BOX BUTTE	D	5,500	5,420		
CHEYENNE	D	4,200	4,110		
DAWES	D	3,500	3,450		
DEUEL	D	1,000	990		
KEITH	D	3,700	3,620		
KIMBALL	D	1,900	1,880		
WYOMING					
ALBANY	D	12,000	11,650		
CARBON	D	6,600	6,410		
PLATTE	D	4,200	4,140		
679 DES MOINES-AMES		368,300	363,830	99	.403
IOWA					
ADAIR	D	3,700	3,680		
APPANOOSE	D	6,000	5,900		
AUDUBON	D	3,000	2,970		
BOONE	D	10,000	9,960		
CALHOUN	D	4,700	4,690		
CARROLL	D	8,300	8,250		
CLARKE	D	3,500	3,430		
DALLAS	M D	11,900	11,750		
DECATUR	D	3,400	3,320		
FRANKLIN	D	5,100	5,060		
GREENE	D	4,600	4,550		
GUTHRIE	D	4,600	4,500		
HAMILTON	D	6,800	6,740		
HARDIN	D	8,100	8,010		
HUMBOLDT	D	5,000	4,940		
JASPER	D	14,300	14,180		
LUCAS	D	4,200	4,140		
MADISON	D	4,700	4,640		
MAHASKA	D	9,200	9,020		
MARION	D	11,000	10,790		
MARSHALL	C	15,900	15,730		
MONROE	D	3,400	3,320		
POCAHONTAS	D	4,100	4,060		
POLK	M B	131,200	129,600		
POWESHIEK	D	7,100	6,980		
RINGGOLD	D	2,300	2,280		
STORY	M C	25,500	25,120		
UNION	D	5,400	5,300		
WARREN	M B	13,300	13,260		
WAYNE	D	3,300	3,230		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
679 DES MOINES-AMES (CONT'D)					
IOWA					
WEBSTER	C	16,900	16,720		
WRIGHT	D	6,200	6,130		
MISSOURI					
MERCER	D	1,600	1,580		
505 DETROIT		1,713,700	1,694,670	99	1.876
MICHIGAN					
LAPEER	M A	23,900	23,660		
LIVINGSTON	M A	36,500	36,250		
MACOMB	M A	251,300	249,540		
MONROE	B	46,300	45,950		
OAKLAND	M A	388,400	385,180		
ST CLAIR	M A	51,600	51,000		
WASHTENAW	A	100,900	98,150		
WAYNE	M A	814,800	804,940		
606 DOTHAN		107,700	105,940	98	.117
ALABAMA					
COFFEE	D	15,100	14,840		
DALE	M C	16,800	16,550		
GENEVA	D	9,100	8,950		
HENRY	D	5,600	5,530		
HOUSTON	M C	31,500	31,100		
FLORIDA					
HOLMES	D	6,300	6,170		
JACKSON	D	15,200	14,860		
GEORGIA					
EARLY	D	4,700	4,600		
SEMINOLE	D	3,400	3,340		
676 DULUTH-SUPERIOR		172,200	169,030	98	.187
MICHIGAN					
GOGEBIC	D	7,500	7,280		
MINNESOTA					
AITKIN	D	5,500	5,410		
CARLTON	M D	10,600	10,470		
COOK	D	1,800	1,710		
ITASCA	C	16,400	16,030		
KOOCHICHING	D	5,800	5,660		
LAKE	D	4,300	4,250		
ST LOUIS	M B	78,000	76,870		
WISCONSIN					
ASHLAND	D	6,400	6,290		
BAYFIELD	D	5,500	5,300		
DOUGLAS	M B	16,300	16,090		
IRON	D	2,700	2,670		
SAWYER	D	5,700	5,450		
WASHBURN	D	5,700	5,550		
765 EL PASO		245,300	240,980	98	.267
NEW MEXICO					
DONA ANA	C	44,900	43,930		
HIDALGO	D	2,000	1,910		
LUNA	D	6,500	6,300		
OTERO	C	17,700	17,330		
TEXAS					
CULBERSON	D	1,000	920		
EL PASO	M B	172,300	169,720		
HUDSPETH	D	900	870		
565 ELMIRA		85,700	84,030	98	.093
NEW YORK					
CHEMUNG	C	34,100	33,590		
STEUBEN	C	36,600	35,990		
PENNSYLVANIA					
TIOGA	C	15,000	14,450		
516 ERIE		153,900	152,020	99	.168
PENNSYLVANIA					
CRAWFORD	C	32,300	31,720		
ERIE	M B	103,900	102,900		
WARREN	C	17,700	17,400		
801 EUGENE		188,400	181,210	96	.201
OREGON					
BENTON	C	24,200	23,270		
COOS	C	23,200	22,160		
DOUGLAS	C	35,500	34,330		
LANE	M B	105,500	101,450		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
802 EUREKA		53,800	51,310	95	.057
CALIFORNIA					
DEL NORTE	D	7,600	7,270		
HUMBOLDT	M C	46,200	44,040		
649 EVANSVILLE		269,900	266,390	99	.295
ILLINOIS					
EDWARDS	D	3,700	3,680		
GALLATIN	D	3,000	2,960		
WABASH	D	5,500	5,420		
WAYNE	D	7,600	7,370		
WHITE	D	7,400	7,300		
INDIANA					
DUBOIS	D	13,000	12,850		
GIBSON	M B	13,000	12,800		
PERRY	D	6,700	6,630		
PIKE	D	5,300	5,170		
POSEY	M B	9,400	9,310		
SPENCER	D	6,800	6,780		
VANDERBURGH	M B	66,700	66,080		
WARRICK	M B	16,700	16,550		
KENTUCKY					
DAVIESS	C	32,900	32,600		
HANCOCK	D	2,900	2,840		
HENDERSON	M B	16,400	16,250		
HOPKINS	C	18,000	17,560		
MCLEAN	D	3,500	3,450		
MUHLENBERG	D	11,600	11,390		
OHIO	D	8,400	8,230		
UNION	D	5,700	5,670		
WEBSTER	D	5,600	5,500		
745 FAIRBANKS		27,400	26,210	96	.029
ALASKA					
FAIRBANKS	C	25,300	24,350		
SE FAIRBANKS	D	2,100	1,860		
724 FARGO-VALLEY CITY		218,200	214,710	98	.238
MINNESOTA					
BECKER	D	11,100	10,770		
CLAY	C	17,000	16,820		
CLEARWATER	D	3,200	3,090		
KITTSON	D	2,400	2,320		
LAKE OF WOODS	D	1,500	1,430		
MAHNOMEN	D	1,700	1,680		
MARSHALL	D	4,500	4,440		
NORMAN	D	3,300	3,250		
OTTER TAIL	C	20,100	19,780		
PENNINGTON	D	5,600	5,500		
POLK	C	12,500	12,360		
RED LAKE	D	1,800	1,770		
ROSEAU	D	4,900	4,780		
WILKIN	D	2,800	2,790		
NORTH DAKOTA					
BARNES	D	4,900	4,830		
BENSON	D	2,500	2,440		
CASS	C	39,200	38,550		
CAVALIER	D	2,600	2,580		
DICKEY	D	2,500	2,460		
EDDY	D	1,300	1,280		
FOSTER	D	1,600	1,570		
GRAND FORKS	C	24,300	23,970		
GRIGGS	D	1,400	1,390		
LA MOURE	D	2,300	2,280		
NELSON	D	2,000	1,990		
PEMBINA	D	3,700	3,640		
RAMSEY	D	5,000	4,900		
RANSOM	D	2,400	2,340		
RICHLAND	D	7,000	6,900		
SARGENT	D	2,000	1,970		
STEELE	D	1,100	1,080		
STUTSMAN	D	9,200	9,090		
TOWNER	D	1,600	1,580		
TRAILL	D	3,500	3,450		
WALSH	D	5,700	5,640		
513 FLINT-SAGINAW-BAY CITY		453,500	449,260	99	.497
MICHIGAN					
ARENAC	D	5,800	5,730		
BAY	M C	41,600	41,270		
CLARE	D	10,400	10,320		
GENESEE	M B	160,700	159,270		
GLADWIN	D	8,800	8,710		
GRATIOT	C	14,000	13,740		
HURON	D	13,600	13,330		
IOSCO	D	11,700	11,610		
ISABELLA	C	17,700	17,470		
MIDLAND	M C	26,900	26,710		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
513 FLINT-SAGINAW-BAY CITY (CONT'D)					
MICHIGAN					
OGEMAW	D	7,000	6,960		
SAGINAW	M B	76,900	76,230		
SANILAC	C	15,300	15,120		
SHIAWASSEE	B	24,200	24,010		
TUSCOLA	C	18,900	18,780		
570 FLORENCE, SC		114,600	112,780	98	.125
SOUTH CAROLINA					
CHESTERFIELD	D	14,800	14,540		
DARLINGTON	C	23,400	23,070		
DILLON	D	10,600	10,410		
FLORENCE	C	43,000	42,410		
MARION	D	12,100	11,840		
MARLBORO	D	10,700	10,510		
866 FRESNO-VISALIA		437,200	427,820	98	.474
CALIFORNIA					
FRESNO	M B	218,600	214,010		
KINGS	C	28,400	27,760		
MADERA	C	27,400	26,790		
MARIPOSA	D	5,700	5,260		
MERCED	C	57,900	56,720		
TULARE	B	99,200	97,280		
571 FT. MYERS-NAPLES		239,100	235,980	99	.261
FLORIDA					
CHARLOTTE	C	42,300	41,920		
COLLIER	C	55,600	54,490		
GLADES	D	2,800	2,690		
HENDRY	D	8,300	8,170		
LEE	B	130,100	128,710		
670 FT. SMITH		149,900	145,890	97	.162
ARKANSAS					
CRAWFORD	M B	15,600	15,250		
FRANKLIN	D	6,100	5,910		
LOGAN	D	7,800	7,610		
MADISON	D	4,700	4,230		
SCOTT	D	4,100	4,000		
SEBASTIAN	M B	40,200	39,500		
WASHINGTON	B	41,500	40,360		
OKLAHOMA					
LE FLORE	M B	17,200	16,700		
SEQUOYAH	M B	12,700	12,330		
509 FT. WAYNE		228,700	225,640	99	.250
INDIANA					
ADAMS	M B	10,500	10,210		
ALLEN	M B	109,400	108,150		
DE KALB	M B	12,100	11,920		
HUNTINGTON	M D	13,600	13,520		
JAY	D	8,200	8,050		
NOBLE	D	13,900	13,740		
STEUBEN	D	10,500	10,400		
WABASH	D	12,400	12,050		
WELLS	M B	9,200	8,990		
WHITLEY	M D	9,700	9,630		
OHIO					
PAULDING	D	7,500	7,340		
VAN WERT	B	11,700	11,640		
592 GAINESVILLE		86,700	83,750	97	.093
FLORIDA					
ALACHUA	M B	71,100	68,700		
DIXIE	M D	3,400	3,240		
GILCHRIST	M D	2,500	2,440		
LEVY	M D	9,700	9,370		
798 GLENDIVE		5,300	5,180	98	.006
MONTANA					
DAWSON	D	4,600	4,500		
PRAIRIE	D	700	680		
773 GRAND JUNCTION-MONTROSE		54,200	52,660	97	.058
COLORADO					
DELTA	D	9,200	8,940		
MESA	M C	33,700	32,780		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
773 GRAND JUNCTION-MONTROSE (CONT'D)					
COLORADO					
MONTROSE	D	9,200	3,030		
OURAY	D	700	670		
SAN MIGUEL	D	1,400	1,240		
563 GRAND RAPIDS-KALMZOO-B.CRK		618,400	610,230	99	.676
MICHIGAN					
ALLEGAN	M C	31,700	31,310		
BARRY	M B	17,500	17,280		
BRANCH	C	14,900	14,510		
CALHOUN	M B	52,600	52,140		
IONIA	B	17,500	17,380		
KALAMAZOO	M B	82,800	81,780		
KENT	M B	181,200	178,650		
MECOSTA	D	12,800	12,580		
MONTCALM	C	18,500	18,160		
MUSKEGON	B	57,800	57,290		
NEWAYGO	D	14,600	14,380		
OCEANA	B	8,400	8,230		
OTTAWA	M B	59,500	58,660		
ST JOSEPH	C	22,500	22,070		
VAN BUREN	M B	26,100	25,810		
755 GREAT FALLS		63,600	61,900	97	.069
MONTANA					
BLAINE	D	2,700	2,590		
CASCADE	M C	30,700	30,140		
CHOUTEAU	D	2,200	2,170		
FERGUS	D	5,000	4,820		
GLACIER	D	3,700	3,580		
HILL	D	6,800	6,450		
JUDITH BASIN	D	1,000	960		
LIBERTY	D	1,000	980		
MEAGHER	D	800	760		
PETROLEUM	D	200	190		
PHILLIPS	D	2,200	2,110		
PONDERA	D	2,500	2,430		
TETON	D	2,500	2,460		
TOOLE	D	2,300	2,260		
658 GREEN BAY-APPLETON		379,300	376,310	99	.417
MICHIGAN					
DELTA	D	13,900	13,750		
DICKINSON	D	10,800	10,700		
MENOMINEE	D	9,700	9,650		
SCHOOLCRAFT	D	3,000	2,930		
WISCONSIN					
BROWN	M B	71,200	70,670		
CALUMET	M B	12,200	12,140		
DOOR	D	10,900	10,850		
FOND DU LAC	C	32,200	31,890		
GREEN LAKE	D	7,400	7,320		
KEWAUNEE	M D	6,900	6,860		
MANITOWOC	M C	30,000	29,740		
MARINETTE	D	16,000	15,890		
MENOMINEE	D	900	890		
OCONTO	D	11,800	11,680		
OUTAGAMIE	M B	49,600	49,350		
SHAWANO	D	14,300	14,170		
WAUPACA	C	16,700	16,530		
WAUSHARA	D	8,500	8,380		
WINNEBAGO	M B	53,300	52,920		
518 GREENSBORO-H.POINT-W.SALEM		512,200	504,720	99	.559
NORTH CAROLINA					
ALAMANCE	C	40,200	39,780		
ALLEGHANY	D	4,000	3,940		
CASWELL	D	7,300	7,200		
DAVIDSON	M B	46,400	45,550		
DAVIE	M D	11,100	10,830		
FORSYTH	M B	106,100	104,640		
GUILFORD	M B	129,100	127,600		
MONTGOMERY	D	8,900	8,700		
RANDOLPH	M B	39,300	38,580		
ROCKINGHAM	C	33,400	32,950		
STOKES	M B	13,600	13,430		
SURRY	C	24,600	24,370		
WILKES	C	23,800	23,290		
YADKIN	M B	11,500	11,330		
VIRGINIA					
GRAYSON	D	6,400	6,160		
PATRICK	D	6,500	6,370		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
545 GREENVILLE-N.BERN-WASHNGTN		259,700	255,420	98	.283
NORTH CAROLINA					
BEAUFORT	M C	16,700	16,440		
BERTIE	D	7,600	7,370		
CARTERET	C	21,200	20,790		
CRAVEN	M C	30,600	30,180		
DUPLIN	C	15,500	15,240		
EDGECOMBE	C	20,900	20,500		
GREENE	M D	5,400	5,330		
HYDE	D	2,100	2,030		
JONES	D	3,200	3,130		
LENOIR	M C	22,400	22,030		
MARTIN	D	9,500	9,360		
NASH-E	C	16,100	15,860		
ONSLOW	C	38,900	38,390		
PAMLICO	D	4,200	4,130		
PITT	M C	38,800	38,190		
TYRRELL	D	1,500	1,470		
WASHINGTON	D	5,100	4,980		
567 GREENVILLE-SPART-ASHEVILLE		655,300	644,810	98	.714
GEORGIA					
ELBERT	D	7,100	7,010		
FRANKLIN	D	6,300	6,220		
HART	D	7,000	6,970		
MADISON	C	7,600	7,510		
STEPHENS	D	8,400	8,320		
NORTH CAROLINA					
BUNCOMBE	M B	69,800	68,220		
GRAHAM	D	2,500	2,440		
HAYWOOD	C	19,600	19,130		
HENDERSON	M C	29,600	29,060		
JACKSON	D	9,800	9,620		
MCDOWELL	D	13,600	13,310		
MACON	D	9,800	9,370		
MADISON	M B	6,600	6,250		
MITCHELL	D	5,400	5,290		
POLK	M D	5,800	5,730		
RUTHERFORD	C	21,900	21,610		
SWAIN	D	4,200	4,090		
TRANSYLVANIA	D	10,300	10,190		
YANCEY	D	5,900	5,690		
SOUTH CAROLINA					
ABBEVILLE	D	8,700	8,500		
ANDERSON	C	55,700	55,100		
CHEROKEE	C	15,400	15,200		
GREENVILLE	M B	121,600	120,000		
GREENWOOD	C	23,400	23,110		
LAURENS	C	19,200	18,970		
NEWBERRY	D	12,600	12,300		
OCONEE	C	21,900	21,640		
PICKENS	M B	32,200	31,730		
SPARTANBURG	M B	82,100	81,070		
UNION	D	11,300	11,160		
647 GREENWOOD-GREENVILLE		84,200	81,780	97	.091
ARKANSAS					
CHICOT	D	5,700	5,510		
MISSISSIPPI					
BOLIVAR	C	14,400	13,930		
CARROLL	D	3,500	3,400		
GRENADA	D	6,900	6,740		
LEFLORE	C	13,800	13,430		
SUNFLOWER	D	10,800	10,550		
TALLAHATCHIE	D	5,400	5,200		
WASHINGTON	C	23,700	23,020		
636 HARLINGEN-WESLACO-BRNSVLLE		192,100	186,520	97	.207
TEXAS					
CAMERON	M B	74,900	72,800		
HIDALGO	M B	102,600	99,820		
STARR	M D	9,700	9,160		
WILLACY	M D	4,900	4,740		
566 HARRISBURG-LNCSTR-LEB-YORK		550,600	537,630	98	.595
PENNSYLVANIA					
ADAMS	M B	25,800	25,390		
CUMBERLAND	M B	73,100	72,280		
DAUPHIN	M B	96,800	95,530		
JUNIATA	D	7,600	7,400		
LANCASTER	M B	146,000	139,120		
LEBANON	M C	41,400	40,600		
MIFFLIN	C	18,100	17,440		
PERRY	M B	15,300	15,060		
YORK	M B	126,500	124,810		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
569 HARRISONBURG		35,300	33,700	95	.037
VIRGINIA					
ROCKINGHAM	C	28,700	27,410		
WEST VIRGINIA					
GRANT	D	3,600	3,440		
PENDLETON	D	3,000	2,850		
533 HARTFORD & NEW HAVEN		896,900	884,310	99	.979
CONNECTICUT					
HARTFORD	M B	318,500	314,490		
LITCHFIELD	B	62,900	61,790		
MIDDLESEX	C	53,000	52,010		
NEW HAVEN	M B	293,200	289,270		
NEW LONDON	B	90,700	89,220		
TOLLAND	B	42,300	41,740		
WINDHAM	C	36,300	35,790		
710 HATTIESBURG-LAUREL		91,500	89,150	97	.099
MISSISSIPPI					
COVINGTON	D	6,000	5,890		
FORREST	C	26,400	25,950		
JASPER	D	6,000	5,780		
JONES	C	23,300	22,900		
LAMAR	D	9,900	9,530		
MARION	D	9,400	8,930		
PERRY	D	3,600	3,440		
WAYNE	D	6,900	6,730		
766 HELENA		21,200	20,690	98	.023
MONTANA					
BROADWATER	D	1,600	1,560		
LEWIS & CLARK	C	19,600	19,130		
744 HONOLULU		351,800	341,810	97	.378
HAWAII					
HAWAII	C	38,100	36,540		
HONOLULU	M B	267,200	260,600		
KAUAI	D	15,400	14,650		
MAUI	C	31,100	30,020		
618 HOUSTON		1,462,400	1,431,830	98	1.585
TEXAS					
AUSTIN	D	7,900	7,680		
BRAZORIA	M A	68,000	66,980		
CALHOUN	D	7,500	7,340		
CHAMBERS	D	7,900	7,760		
COLORADO	D	7,400	7,220		
FORT BEND	M A	67,900	66,730		
GALVESTON	M A	79,900	78,170		
GRIMES	D	5,700	5,550		
HARRIS	M A	1,037,000	1,016,260		
JACKSON	D	4,600	4,320		
LIBERTY	A	20,200	19,790		
MATAGORDA	D	16,100	15,670		
MONTGOMERY	M A	60,600	59,290		
POLK	D	12,600	11,960		
SAN JACINTO	D	6,000	5,580		
TRINITY	D	4,700	4,590		
WALKER	C	17,200	16,640		
WALLER	M A	7,100	6,920		
WASHINGTON	D	9,100	8,810		
WHARTON	C	15,000	14,570		
691 HUNTSVILLE-DECATUR		284,800	280,730	99	.311
ALABAMA					
COLBERT	C	21,000	20,680		
DE KALB	C	21,400	21,000		
FRANKLIN	D	11,200	11,010		
LAUDERDALE	C	32,400	31,900		
LAWRENCE	D	11,300	11,010		
LIMESTONE	M B	18,600	18,370		
MADISON	M B	91,700	90,790		
MARSHALL	B	28,400	27,810		
MORGAN	M C	38,200	37,740		
TENNESSEE					
LINCOLN	D	10,600	10,420		
758 IDAHO FALLS-POCATELLO		104,600	102,130	98	.113
IDAHO					
BANNOCK	M C	24,800	24,370		
BINGHAM	M D	12,000	11,770		
BONNEVILLE	M C	24,100	23,570		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
758 IDAHO FALLS-POCATELLO (CONT'D)					
IDAHO					
BUTTE	D	1,000	990		
CASSIA	D	6,500	6,310		
CLARK	D	300	290		
CUSTER	D	2,100	1,990		
FREMONT	D	3,700	3,610		
JEFFERSON	D	5,300	5,170		
LEMHI	D	2,700	2,550		
MADISON	D	5,900	5,730		
MINIDOKA	D	6,900	6,730		
POWER	D	2,700	2,620		
TETON	D	1,000	990		
WYOMING					
LINCOLN	D	5,600	5,440		
527 INDIANAPOLIS,LAFAYETTE		879,000	865,410	98	.958
INDIANA					
BARTHOLOMEW	C	24,400	24,050		
BENTON	D	3,500	3,460		
BLACKFORD	D	5,600	5,520		
BOONE	M B	14,200	14,020		
BROWN	D	5,200	5,140		
CARROLL	D	7,100	6,880		
CASS	C	14,800	14,620		
CLINTON	D	11,500	11,280		
DECATUR	D	8,300	7,980		
DELAWARE	C	43,400	42,780		
FOUNTAIN	D	6,800	6,710		
GRANT	C	27,700	27,140		
HAMILTON	M B	34,900	34,530		
HANCOCK	M B	16,500	16,180		
HENDRICKS	M B	26,000	25,770		
HENRY	C	18,500	18,220		
HOWARD	C	32,100	31,750		
JOHNSON	M B	29,800	29,280		
MADISON	B	48,800	48,260		
MARION	M B	307,100	303,110		
MIAMI	D	13,900	13,640		
MONROE	C	36,800	35,440		
MONTGOMERY	D	13,300	13,170		
MORGAN	M B	18,800	18,480		
OWEN	D	6,700	6,550		
PUTNAM	D	10,000	9,870		
RANDOLPH	D	10,800	10,690		
RUSH	D	6,500	6,410		
SHELBY	M B	14,200	14,000		
TIPPECANOE	C	43,300	42,150		
TIPTON	C	6,300	6,250		
WARREN	D	2,900	2,870		
WHITE	D	9,300	9,210		
718 JACKSON, MS		297,000	290,590	98	.322
MISSISSIPPI					
ADAMS	D	13,900	13,530		
ATTALA	D	7,200	7,060		
CLAIBORNE	D	3,700	3,550		
COPIAH	D	9,400	9,150		
FRANKLIN	D	3,300	3,170		
HINDS	M B	96,800	95,370		
HOLMES	D	7,500	7,240		
HUMPHREYS	D	4,500	4,390		
ISSAQUENA	D	800	780		
JEFFERSON	D	3,000	2,910		
JEFF DAVIS	D	4,700	4,610		
LAWRENCE	D	4,500	4,310		
LEAKE	D	6,900	6,710		
LINCOLN	D	11,500	11,160		
MADISON	M C	17,100	16,730		
PIKE	D	13,900	13,520		
RANKIN	M B	28,500	28,050		
SCOTT	D	9,600	9,400		
SHARKEY	D	2,300	2,240		
SIMPSON	D	8,700	8,420		
SMITH	D	5,800	5,720		
WALTHALL	D	4,800	4,600		
WARREN	C	19,200	18,800		
YAZOO	D	9,400	9,170		
639 JACKSON, TN		59,000	57,580	98	.064
TENNESSEE					
CARROLL	D	11,000	10,760		
HARDIN	M D	8,700	8,400		
HENDERSON	M D	9,100	8,780		
MADISON	M C	30,200	29,640		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
561 JACKSONVILLE		464,600	457,000	98	.506
FLORIDA					
BAKER	B	5,600	5,540		
BRADFORD	D	7,300	7,720		
CLAY	M B	34,000	33,620		
COLUMBIA	D	15,500	15,160		
DUVAL	M B	265,600	261,750		
NASSAU	M B	15,800	15,570		
PUTNAM	C	23,900	23,420		
ST JOHNS	M B	31,500	31,000		
SUWANNEE	D	9,900	9,550		
UNION	D	2,400	2,330		
GEORGIA					
BRANTLEY	D	3,900	3,690		
CAMDEN	D	6,400	6,330		
CHARLTON	D	2,800	2,750		
CLINCH	D	2,400	2,350		
GLYNN	C	23,600	23,080		
WARE	D	13,400	13,140		
574 JOHNSTOWN-ALTOONA		290,000	285,390	98	.316
PENNSYLVANIA					
BEDFORD	C	17,800	17,340		
BLAIR	M C	50,700	50,050		
CAMBRIA	M B	63,100	62,540		
CAMERON	D	2,700	2,650		
CENTRE	C	40,000	38,950		
CLEARFIELD	C	30,800	30,390		
ELK	D	13,900	13,730		
FULTON	D	5,500	5,320		
HUNTINGDON	C	15,400	15,080		
JEFFERSON	C	19,300	19,030		
SOMERSET	M B	30,800	30,310		
734 JONESBORO		70,000	68,150	97	.075
ARKANSAS					
CLAY	D	7,700	7,550		
CRAIGHEAD	M C	24,300	23,860		
GREENE	M D	12,500	12,320		
LAWRENCE	D	7,200	6,930		
RANDOLPH	D	6,600	6,390		
SHARP	D	6,500	6,260		
MISSOURI					
RIPLEY	D	5,200	4,840		
603 JOPLIN-PITTSBURG		181,300	177,940	98	.197
ARKANSAS					
BENTON	B	36,600	35,750		
KANSAS					
ALLEN	D	6,300	6,220		
BOURBON	D	6,600	6,470		
CHEROKEE	M D	9,100	8,970		
CRAWFORD	M D	15,600	15,360		
LABETTE	D	9,700	9,460		
NEOSHO	D	7,000	6,920		
WILSON	D	4,900	4,690		
WOODSON	D	1,800	1,740		
MISSOURI					
BARTON	D	4,700	4,630		
JASPER	M C	35,400	34,910		
MCDONALD	D	6,200	6,040		
NEWTON	M C	16,700	16,470		
VERNON	D	7,800	7,650		
OKLAHOMA					
OTTAWA	D	12,900	12,660		
616 KANSAS CITY		742,900	730,730	98	.809
KANSAS					
ANDERSON	D	3,200	3,020		
ATCHISON	D	6,500	6,420		
BROWN	D	4,800	4,640		
DOUGLAS	C	26,400	25,520		
FRANKLIN	D	8,400	8,190		
GEARY	D	10,700	10,520		
JOHNSON	M A	127,600	126,390		
LEAVENWORTH	M C	19,300	19,070		
LINN	D	3,400	3,350		
MIAMI	M D	8,500	8,410		
WYANDOTTE	M A	65,400	64,150		
MISSOURI					
BATES	D	6,300	6,200		
CALDWELL	D	3,200	3,160		
CARROLL	D	4,600	4,500		
CASS	M A	20,500	20,200		
CLAY	M A	56,300	55,840		
CLINTON	D	6,300	6,220		
DAVIESS	D	3,400	3,310		
GENTRY	D	3,100	3,030		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
616 KANSAS CITY (CONT'D)					
MISSOURI					
GRUNDY	D	4,700	4,580		
HENRY	D	8,200	8,050		
JACKSON	M A	254,200	249,570		
JOHNSON	D	13,000	12,750		
LAFAYETTE	M D	11,800	11,620		
LINN	D	6,200	6,110		
LIVINGSTON	D	5,900	5,800		
PETTIS	D	14,000	13,590		
PLATTE	M A	19,200	19,030		
RAY	M A	8,300	8,210		
SALINE	D	9,500	9,310		
557 KNOXVILLE		431,900	423,880	98	.469
KENTUCKY					
BELL	D	11,900	11,570		
HARLAN	C	14,400	14,040		
KNOX	D	10,900	10,670		
MCCREARY	D	5,700	5,460		
WAYNE	D	6,600	6,300		
WHITLEY	D	13,300	12,850		
TENNESSEE					
ANDERSON	M B	27,500	27,160		
BLOUNT	M B	33,200	32,840		
CAMPBELL	D	13,700	13,370		
CLAIBORNE	D	9,800	9,530		
COCKE	D	11,400	11,150		
CUMBERLAND	D	12,600	12,250		
FENTRESS	D	5,600	5,350		
GRAINGER	M D	6,500	6,340		
HAMBLEN	C	21,300	20,980		
HANCOCK	D	2,300	2,240		
JEFFERSON	M D	12,700	12,510		
KNOX	M B	133,400	131,650		
LOUDON	D	12,000	11,830		
MONROE	D	11,300	11,130		
MORGAN	D	5,600	5,370		
ROANE	C	18,700	18,450		
SCOTT	D	7,500	7,160		
SEVIER	M C	19,200	18,980		
UNION	M B	4,800	4,700		
702 LA CROSSE-EAU CLAIRE		160,400	158,320	99	.175
MINNESOTA					
HOUSTON	D	6,400	6,270		
WINONA	C	16,200	15,930		
WISCONSIN					
BUFFALO	D	5,500	5,410		
CHIPPEWA	C	19,000	18,830		
EAU CLAIRE	C	31,700	31,310		
JACKSON	D	6,400	6,350		
LA CROSSE	C	36,100	35,740		
MONROE	D	13,500	13,320		
RUSK	D	5,800	5,660		
TREMPEALEAU	D	9,700	9,580		
VERNON	D	10,100	9,920		
642 LAFAYETTE, LA		200,800	197,490	98	.219
LOUISIANA					
ACADIA	C	20,400	20,030		
ALLEN	D	7,600	7,300		
EVANGELINE	D	12,400	12,170		
IBERIA	C	22,700	22,300		
JEFF DAVIS	D	11,100	10,870		
LAFAYETTE	B	62,100	61,310		
ST LANDRY	C	30,400	29,840		
ST MARTIN	C	15,100	14,830		
VERMILION	C	19,000	18,840		
643 LAKE CHARLES		76,400	74,980	98	.083
LOUISIANA					
BEAUREGARD	D	11,300	10,980		
CALCASIEU	M B	61,700	60,650		
CAMERON	D	3,400	3,350		
551 LANSING		223,500	220,390	99	.244
MICHIGAN					
CLINTON	M B	19,100	18,910		
EATON	M B	35,100	34,720		
HILLSDALE	C	15,400	15,110		
INGHAM	M B	102,200	100,580		
JACKSON	M B	51,700	51,070		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
749 LAREDO		35,300	34,380	97	.038
TEXAS					
WEBB	M C	32,600	31,810		
ZAPATA	M D	2,700	2,570		
839 LAS VEGAS		263,900	259,500	98	.287
NEVADA					
CLARK	M B	256,100	252,030		
LINCOLN	D	1,400	1,350		
NYE	D	6,400	6,120		
541 LEXINGTON		334,200	325,150	97	.360
KENTUCKY					
ANDERSON	D	5,000	4,930		
BATH	D	3,600	3,530		
BOURBON	M B	7,400	7,290		
BOYLE	D	9,700	9,520		
BREATHITT	D	5,500	5,000		
CASEY	D	5,700	5,420		
CLARK	M B	11,000	10,880		
CLAY	D	7,700	7,270		
ESTILL	D	5,400	5,160		
FAYETTE	M B	84,700	83,250		
FLEMING	D	4,800	4,600		
FRANKLIN	C	17,500	17,280		
GARRARD	D	4,200	4,050		
HARRISON	D	5,800	5,510		
JACKSON	D	4,100	3,900		
JESSAMINE	M B	10,700	10,440		
KNOTT	D	6,100	5,850		
LAUREL	D	15,400	14,950		
LEE	D	2,900	2,720		
LINCOLN	D	6,900	6,720		
MADISON	M C	19,000	18,590		
MENIFEE	D	1,700	1,640		
MERCER	D	7,400	7,290		
MONTGOMERY	D	7,800	7,650		
NICHOLAS	D	2,700	2,640		
OWSLEY	D	1,800	1,700		
PERRY	D	12,000	11,580		
POWELL	D	4,000	3,820		
PULASKI	C	18,900	18,420		
ROCKCASTLE	D	5,400	5,100		
ROWAN	D	6,500	6,210		
RUSSELL	D	5,600	5,410		
SCOTT	M B	8,200	8,090		
WOLFE	D	2,400	2,110		
WOODFORD	M B	6,700	6,630		
558 LIMA		41,300	40,780	99	.045
OHIO					
ALLEN	B	41,300	40,780		
722 LINCOLN & HSTNGS-KRNY PLUS		260,100	256,510	99	.284
KANSAS					
CLOUD	D	4,500	4,410		
JEWELL	D	1,900	1,880		
PHILLIPS	D	2,800	2,740		
REPUBLIC	D	2,900	2,850		
SMITH	D	2,300	2,270		
WASHINGTON	D	3,000	2,950		
NEBRASKA					
ADAMS	M D	12,100	12,020		
BOONE	D	2,600	2,560		
BROWN	D	1,700	1,660		
BUFFALO	M D	13,800	13,620		
CHASE	D	1,900	1,890		
CLAY	D	3,000	2,980		
CUSTER	D	5,000	4,860		
DAWSON	D	8,400	8,280		
FILLMORE	D	2,900	2,840		
FRANKLIN	D	1,700	1,680		
FRONTIER	D	1,400	1,380		
FURNAS	D	2,600	2,570		
GAGE	D	9,000	8,900		
GARFIELD	D	1,000	990		
GOSPER	D	800	800		
GREELEY	D	1,200	1,180		
HALL	M C	18,500	18,340		
HAMILTON	D	3,400	3,310		
HARLAN	D	1,700	1,680		
HAYES	D	500	500		
HOLT	D	5,000	4,940		
HOWARD	D	2,400	2,380		
JEFFERSON	D	3,700	3,660		
KEARNEY	D	2,600	2,580		
LANCASTER	M B	82,600	81,190		
LOUP	D	300	300		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
722 LINCOLN & HSTNGS-KRNY PLUS (CONT'D)					
NEBRASKA					
MERRICK	D	3,200	3,170		
NANCE	D	1,800	1,780		
NUCKOLLS	D	2,600	2,560		
PAWNEE	D	1,500	1,480		
PERKINS	D	1,500	1,490		
PHELPS	D	3,700	3,670		
PLATTE	D	10,700	10,600		
POLK	D	2,300	2,290		
RED WILLOW	D	5,000	4,950		
ROCK	D	900	890		
SALINE	D	5,000	4,960		
SHERMAN	D	1,500	1,470		
THAYER	D	2,800	2,780		
VALLEY	D	2,300	2,250		
WEBSTER	D	2,000	1,940		
WHEELER	D	400	390		
YORK	D	5,700	5,640		
693 LITTLE ROCK-PINE BLUFF		463,500	453,930	98	.503
ARKANSAS					
ARKANSAS	D	8,600	8,420		
BRADLEY	D	5,100	4,990		
CALHOUN	D	2,200	2,130		
CLARK	D	8,200	8,020		
CLEBURNE	D	8,200	7,860		
CLEVELAND	D	3,000	2,950		
CONWAY	D	7,100	7,010		
DALLAS	D	4,000	3,960		
DESHA	D	6,600	6,440		
DREW	D	6,500	6,330		
FAULKNER	M C	20,100	19,820		
GARLAND	C	32,500	31,750		
GRANT	D	5,200	5,070		
HOT SPRING	D	10,700	10,470		
INDEPENDENCE	D	12,200	11,700		
JACKSON	D	7,600	7,450		
JEFFERSON	M C	30,900	30,280		
JOHNSON	D	7,300	7,160		
LINCOLN	D	3,600	3,460		
LONOKE	M D	14,000	13,780		
MONROE	D	4,400	4,230		
MONTGOMERY	D	3,500	3,440		
NEVADA	D	3,800	3,680		
OUACHITA	D	12,800	12,530		
PERRY	D	2,900	2,800		
PIKE	D	4,100	4,000		
POLK	D	6,600	6,200		
POPE	D	16,900	16,480		
PRAIRIE	D	3,800	3,720		
PULASKI	M B	136,700	134,640		
SALINE	M B	20,500	20,210		
SEARCY	D	3,600	3,430		
STONE	D	3,700	3,510		
VAN BUREN	D	6,300	6,210		
WHITE	C	19,600	19,320		
WOODRUFF	D	3,700	3,590		
YELL	D	7,000	6,890		
803 LOS ANGELES		4,907,400	4,800,200	96	5.315
CALIFORNIA					
INYO	D	7,700	7,410		
KERN-E	B	23,800	23,170		
LOS ANGELES	M A	3,156,500	3,082,950		
ORANGE	M A	804,000	791,860		
RIVERSIDE-W	A	254,500	248,320		
SAN BERNARDNO	A	448,800	437,890		
VENTURA	A	212,100	208,600		
529 LOUISVILLE		534,600	526,920	99	.583
INDIANA					
CLARK	M B	32,300	31,880		
CRAWFORD	D	3,700	3,400		
FLOYD	M B	23,100	22,850		
HARRISON	M D	10,500	10,370		
JACKSON	D	13,700	13,320		
JEFFERSON	D	10,400	10,250		
JENNINGS	D	7,800	7,730		
LAWRENCE	C	16,500	16,130		
ORANGE	D	7,100	7,000		
SCOTT	D	7,400	7,280		
WASHINGTON	D	8,300	8,140		
KENTUCKY					
BRECKINRIDGE	D	6,200	6,090		
BULLITT	M B	15,400	15,140		
CARROLL	D	3,500	3,470		
GRAYSON	D	8,300	8,080		
GREEN	D	3,900	3,850		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
529 LOUISVILLE (CONT'D)					
KENTUCKY					
HARDIN	C	28,500	28,090		
HENRY	D	4,800	4,730		
JEFFERSON	M B	259,900	256,810		
LARUE	D	4,500	4,370		
MARION	D	5,800	5,690		
MEADE	D	7,900	7,840		
NELSON	D	10,100	9,920		
OLDHAM	M B	10,000	9,870		
SHELBY	M D	8,700	8,620		
SPENCER	D	2,200	2,170		
TAYLOR	D	8,600	8,410		
TRIMBLE	D	2,200	2,170		
WASHINGTON	D	3,300	3,250		
651 LUBBOCK		136,000	133,880	98	.148
TEXAS					
BAILEY	D	2,700	2,630		
BORDEN	D	300	290		
COCHRAN	D	1,600	1,580		
CROSBY	D	2,800	2,770		
DAWSON	D	5,300	5,140		
DICKENS	D	1,300	1,270		
FLOYD	D	3,000	2,940		
GARZA	D	1,800	1,770		
HALE	D	12,100	11,930		
HOCKLEY	D	8,200	8,100		
KENT	D	400	390		
LAMB	D	5,800	5,710		
LUBBOCK	M B	78,900	77,760		
LYNN	D	2,500	2,440		
MOTLEY	D	800	780		
TERRY	D	5,000	4,970		
YOAKUM	D	3,500	3,410		
503 MACON		165,700	162,940	98	.180
GEORGIA					
BALDWIN	D	12,200	12,010		
BIBB	M B	57,900	56,970		
BLECKLEY	M D	3,700	3,650		
CRAWFORD	M D	2,600	2,530		
DODGE	D	6,000	5,920		
DOOLY	D	3,700	3,610		
HOUSTON	M B	31,600	31,250		
JONES	M B	7,000	6,910		
LAURENS	D	14,000	13,640		
PEACH	M D	7,700	7,580		
PULASKI	D	3,200	3,140		
TELFAIR	D	4,000	3,910		
TWIGGS	M B	3,600	3,520		
WHEELER	D	2,000	1,940		
WILCOX	D	2,700	2,670		
WILKINSON	M D	3,800	3,690		
669 MADISON		274,000	269,380	98	.298
WISCONSIN					
COLUMBIA	C	17,900	17,630		
DANE	M B	139,900	137,120		
GREEN	D	12,300	12,110		
IOWA	D	7,700	7,580		
JUNEAU	D	8,600	8,510		
LAFAYETTE	D	6,200	6,130		
MARQUETTE	D	5,600	5,520		
RICHLAND	D	6,500	6,390		
ROCK	C	51,600	51,080		
SAUK	C	17,700	17,310		
737 MANKATO		52,900	52,140	99	.058
IOWA					
EMMET	D	4,800	4,730		
MINNESOTA					
BLERTH-NCL-S	M C	23,600	23,220		
BROWN	M D	10,200	10,070		
MARTIN	M D	9,600	9,460		
WATONWAN	M D	4,700	4,660		
553 MARQUETTE		56,500	55,060	97	.061
MICHIGAN					
ALGER	D	3,200	3,170		
BARAGA	D	3,000	2,930		
HOUGHTON	D	13,600	12,860		
IRON	D	5,800	5,700		
KEWEENAW	D	700	680		
MARQUETTE	C	25,300	24,930		
ONTONAGON	D	3,500	3,400		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
WISCONSIN					
FLORENCE	D	1,400	1,390		
611 MASON CITY-AUSTIN-ROCHESTR		144,100	142,670	99	.158
IOWA					
CERRO GORDO	C	20,100	19,960		
FLOYD	D	7,100	7,020		
HANCOCK	D	5,500	5,440		
HOWARD	D	4,000	3,950		
KOSSUTH	D	7,800	7,690		
MITCHELL	D	4,500	4,460		
WINNEBAGO	D	5,200	5,180		
WORTH	D	3,500	3,460		
MINNESOTA					
DODGE	D	5,500	5,440		
FARIBAULT	D	7,300	7,240		
FILLMORE	D	7,900	7,820		
FREEBORN	D	13,500	13,390		
MOWER	C	15,100	15,010		
OLMSTED	C	37,100	36,610		
813 MEDFORD-KLAMATH FALLS		137,400	132,410	96	.147
CALIFORNIA					
MODOC	D	3,600	3,390		
SISKIYOU	D	17,400	16,720		
OREGON					
CURRY	D	7,200	6,950		
JACKSON	M C	55,100	52,990		
JOSEPHINE	C	29,100	27,980		
KLAMATH	C	22,100	21,600		
LAKE	D	2,900	2,780		
640 MEMPHIS		604,000	592,580	98	.656
ARKANSAS					
CRITTENDEN	M B	16,900	16,520		
CROSS	D	6,800	6,640		
LEE	D	5,000	4,820		
MISSISSIPPI	C	19,600	19,190		
PHILLIPS	D	10,900	10,550		
POINSETT	D	9,300	9,120		
ST FRANCIS	D	9,900	9,630		
MISSISSIPPI					
ALCORN	D	13,300	12,930		
BENTON	D	2,700	2,670		
COAHOMA	D	12,300	11,990		
DE SOTO	M B	21,700	21,350		
LAFAYETTE	D	11,500	11,260		
MARSHALL	D	10,600	10,280		
PANOLA	D	10,000	9,780		
QUITMAN	D	4,000	3,860		
TATE	D	7,100	6,900		
TIPPAH	D	7,000	6,730		
TUNICA	D	3,000	2,910		
UNION	D	8,800	8,690		
YALOBUSHA	D	5,000	4,850		
MISSOURI					
PEMISCOT	D	8,500	8,160		
TENNESSEE					
CHESTER	D	4,900	4,810		
CROCKETT	D	5,300	5,190		
DYER	D	13,500	13,280		
FAYETTE	D	8,400	8,180		
GIBSON	C	19,100	18,880		
HARDEMAN	D	8,400	8,170		
HAYWOOD	D	7,200	7,030		
LAUDERDALE	D	9,400	9,210		
MCNAIRY	D	9,600	9,420		
SHELBY	M B	301,600	297,170		
TIPTON	M B	12,700	12,510		
711 MERIDIAN		76,300	74,230	97	.082
ALABAMA					
CHOCTAW	M D	5,900	5,690		
MARENGO	D	8,600	8,320		
SUMTER	M D	5,400	5,240		
MISSISSIPPI					
CLARKE	M D	6,300	6,170		
KEMPER	M D	3,600	3,440		
LAUDERDALE	M C	29,700	29,140		
NESHOBA	D	9,200	8,770		
NEWTON	D	7,600	7,460		
526 MIAMI-FT. LAUDERDALE		1,270,200	1,249,430	98	1.383
FLORIDA					
BROWARD	A	525,400	519,940		
DADE	M A	710,400	696,260		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
528 MIAMI-FT. LAUDERDALE (CONT'D)					
FLORIDA					
MONROE	C	34,400	33,230		
617 MILWAUKEE		712,500	705,150	99	.781
WISCONSIN					
DODGE	C	26,700	26,470		
JEFFERSON	C	24,800	24,510		
MILWAUKEE	M A	373,400	369,070		
OZAUKEE	M A	25,200	25,050		
RACINE	A	64,200	63,520		
SHEBOYGAN	C	38,300	37,930		
WALWORTH	C	27,500	27,210		
WASHINGTON	M A	31,300	31,020		
WAUKESHA	M A	101,100	100,370		
613 MINNEAPOLIS-ST. PAUL		1,292,700	1,274,820	99	1.411
MINNESOTA					
ANOKA	M A	75,000	74,360		
BELTRAMI	D	11,900	11,540		
BENTON	B	9,900	9,820		
BIG STONE	D	2,900	2,840		
CARVER	M A	14,800	14,730		
CASS	D	8,400	8,180		
CHIPPEWA	D	5,500	5,400		
CHISAGO	M A	9,600	9,510		
COTTONWOOD	D	5,200	5,110		
CROW WING	C	17,900	17,550		
DAKOTA	M A	84,400	83,960		
DOUGLAS	D	11,500	11,350		
GOODHUE	D	14,800	14,570		
GRANT	D	2,700	2,670		
HENNEPIN	M A	415,600	409,490		
HUBBARD	D	5,800	5,690		
ISANTI	M D	9,400	9,250		
JACKSON	D	4,800	4,700		
KANABEC	D	4,700	4,640		
KANDIYOHI	D	14,300	14,100		
LAC QUI PARLE	D	3,800	3,760		
LE SUEUR	D	8,700	8,600		
LYON	D	9,000	8,930		
MCLEOD	D	11,500	11,380		
MEEKER	D	7,900	7,800		
MILLE LACS	D	7,000	6,910		
MORRISON	D	10,400	10,280		
NICOLLET-N	D	5,000	4,920		
PINE	D	7,500	7,290		
POPE	D	4,600	4,580		
RAMSEY	M A	189,000	185,860		
REDWOOD	D	6,600	6,540		
RENVILLE	D	7,300	7,210		
RICE	C	16,300	16,160		
SCOTT	M A	17,900	17,760		
SHERBURNE	B	11,900	11,750		
SIBLEY	D	5,400	5,340		
STEARNS	B	37,000	36,510		
STEELE	D	11,100	10,960		
STEVENS	D	3,600	3,450		
SWIFT	D	4,600	4,530		
TODD	D	9,500	9,390		
TRAVERSE	D	1,800	1,760		
WABASHA	D	7,500	7,370		
WADENA	D	5,000	4,840		
WASECA	D	6,800	6,690		
WASHINGTON	M A	43,600	43,230		
WRIGHT	M A	20,700	20,340		
YELLOW MED	D	4,600	4,540		
WISCONSIN					
BARRON	D	15,700	15,340		
BURNETT	D	5,500	5,360		
DUNN	D	12,300	12,070		
PEPIN	D	2,700	2,620		
PIERCE	D	11,600	11,470		
POLK	D	13,300	13,120		
ST CROIX	M A	16,900	16,700		
687 MINOT-BISMARCK-DICKINSON		149,200	146,800	98	.163
MONTANA					
DANIELS	D	1,000	970		
MCCONE	D	900	880		
RICHLAND	D	4,900	4,770		
ROOSEVELT	D	3,800	3,690		
SHERIDAN	D	2,100	2,020		
VALLEY	D	3,800	3,690		
WIBAUX	D	500	490		
NORTH DAKOTA					
ADAMS	D	1,300	1,280		
BILLINGS	D	400	400		
BOTTINEAU	D	3,200	3,180		
BOWMAN	D	1,600	1,570		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
687 MINOT-BISMARCK-DICKINSON (CONT'D)					
NORTH DAKOTA					
BURKE	D	1,400	1,360		
BURLEIGH	C	23,400	23,120		
DIVIDE	D	1,200	1,180		
DUNN	D	1,600	1,580		
EMMONS	D	2,000	1,980		
GOLDEN VALLEY	D	900	890		
GRANT	D	1,500	1,480		
HETTINGER	D	1,500	1,480		
KIDDER	D	1,400	1,390		
LOGAN	D	1,200	1,170		
MCHENRY	D	2,800	2,750		
MCINTOSH	D	1,900	1,870		
MCKENZIE	D	2,700	2,660		
MCLEAN	D	4,500	4,430		
MERCER	D	5,200	5,080		
MORTON	C	9,800	9,680		
MOUNTRAIL	D	2,900	2,820		
OLIVER	D	800	790		
PIERCE	D	2,000	1,980		
RENVILLE	D	1,300	1,290		
ROLETTE	D	3,700	3,630		
SHERIDAN	D	1,000	990		
SIOUX	D	900	880		
SLOPE	D	400	400		
STARK	D	8,700	8,600		
WARD	C	21,600	21,360		
WELLS	D	2,700	2,640		
WILLIAMS	D	10,100	9,930		
SOUTH DAKOTA					
CAMPBELL	D	800	780		
CORSON	D	1,500	1,460		
DEWEY	D	1,500	1,460		
WALWORTH	D	2,800	2,750		
762 MISSOULA		77,800	74,650	96	.083
MONTANA					
FLATHEAD	C	23,800	23,090		
GRANITE	D	1,100	1,060		
LAKE	M D	8,300	8,060		
MINERAL	D	1,700	1,650		
MISSOULA	M C	32,200	30,470		
RAVALLI	M D	10,700	10,320		
686 MOBILE-PENSACOLA		453,400	444,670	98	.492
ALABAMA					
BALDWIN	M B	35,500	34,840		
CLARKE	D	9,400	9,170		
ESCAMBIA	D	12,800	12,520		
MOBILE	M B	140,300	137,790		
MONROE	D	7,800	7,570		
WASHINGTON	D	5,700	5,490		
FLORIDA					
ESCAMBIA	M B	106,600	104,630		
OKALOOSA	C	56,500	55,510		
SANTA ROSA	M B	25,200	24,720		
MISSISSIPPI					
GEORGE	D	5,600	5,410		
GREENE	D	3,300	3,160		
JACKSON	C	44,700	43,860		
628 MONROE-EL DORADO		185,500	181,990	98	.201
ARKANSAS					
ASHLEY	D	9,400	9,120		
UNION	M C	18,600	18,350		
LOUISIANA					
CALDWELL	D	4,800	4,730		
CATAHOULA	D	4,500	4,370		
CONCORDIA	D	8,300	8,110		
EAST CARROLL	D	3,700	3,620		
FRANKLIN	D	8,400	8,100		
JACKSON	D	7,000	6,840		
LA SALLE	D	6,300	6,170		
LINCOLN	M D	14,200	13,890		
MADISON	D	5,800	5,670		
MOREHOUSE	M D	13,100	12,760		
OUACHITA	M C	51,500	50,760		
RICHLAND	D	7,800	7,690		
TENSAS	D	3,000	2,960		
UNION	M D	8,200	8,130		
WEST CARROLL	D	4,700	4,630		
WINN	D	6,200	6,090		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
828 MONTEREY-SALINAS		214,100	205,360	96	.227
CALIFORNIA					
MONTEREY	M B	115,600	111,950		
SAN BENITO	D	11,300	11,000		
SANTA CRUZ	M B	87,200	82,410		
698 MONTGOMERY		214,900	210,840	98	.233
ALABAMA					
AUTAUGA	M B	12,800	12,640		
BULLOCK	D	3,500	3,360		
BUTLER	D	7,700	7,520		
CONECUH	D	5,600	5,450		
COVINGTON	D	14,500	14,230		
CRENSHAW	D	5,400	5,300		
DALLAS	C	18,500	18,090		
ELMORE	M B	17,000	16,780		
LOWNDES	D	4,000	3,870		
MACON	D	8,700	8,510		
MONTGOMERY	M B	82,200	81,030		
PERRY	D	5,000	4,770		
PIKE	D	10,500	10,260		
TALLAPOOSA	D	14,900	14,630		
WILCOX	D	4,600	4,400		
659 NASHVILLE		705,200	693,450	98	.768
KENTUCKY					
ALLEN	D	5,800	5,720		
BARREN	D	12,800	12,550		
BUTLER	D	4,100	4,040		
CHRISTIAN	B	20,300	19,960		
CLINTON	D	3,600	3,470		
CUMBERLAND	D	2,800	2,530		
LOGAN	D	10,000	9,810		
MONROE	D	4,800	4,700		
SIMPSON	D	5,500	5,410		
TODD	D	4,200	3,940		
TRIGG	D	3,600	3,520		
TENNESSEE					
BEDFORD	D	11,200	11,080		
BENTON	D	6,200	6,050		
CANNON	D	4,200	4,070		
CHEATHAM	M B	9,500	9,330		
CLAY	D	3,100	2,990		
COFFEE	D	16,100	15,750		
DAVIDSON	M B	204,300	201,950		
DECATUR	D	4,500	4,350		
DE KALB	D	5,800	5,650		
DICKSON	M B	12,700	12,550		
FRANKLIN	D	12,300	12,040		
GILES	D	9,500	9,330		
HENRY	D	11,800	11,340		
HICKMAN	D	5,800	5,710		
HOUSTON	D	2,400	2,360		
HUMPHREYS	D	6,200	6,110		
JACKSON	D	3,300	3,210		
LAWRENCE	D	13,300	12,760		
LEWIS	D	3,600	3,560		
MACON	D	6,200	6,080		
MARSHALL	D	8,200	8,060		
MAURY	C	21,100	20,710		
MONTGOMERY	B	33,000	32,590		
MOORE	D	1,700	1,670		
OVERTON	D	6,700	6,520		
PERRY	D	2,500	2,430		
PICKETT	D	1,600	1,570		
PUTNAM	C	19,400	19,050		
ROBERTSON	M B	14,900	14,740		
RUTHERFORD	M B	39,400	38,920		
SMITH	D	5,800	5,720		
STEWART	D	3,800	3,730		
SUMNER	M B	35,600	35,080		
TROUSDALE	D	2,600	2,530		
VAN BUREN	D	1,500	1,470		
WARREN	D	13,000	12,760		
WAYNE	D	5,300	5,180		
WHITE	D	8,000	7,810		
WILLIAMSON	M B	26,800	26,520		
WILSON	M B	24,800	24,470		
622 NEW ORLEANS		648,000	638,600	99	.707
LOUISIANA					
JEFFERSON	M B	175,100	173,630		
LAFOURCHE	C	29,100	28,830		
ORLEANS	M B	215,300	211,580		
PLAQUEMINES	D	8,300	8,200		
ST BERNARD	M B	24,200	24,020		
ST CHARLES	D	15,000	14,790		
ST JAMES	D	6,700	6,580		
ST JOHN BAPT	D	13,300	13,100		
ST TAMMANY	M B	53,300	52,660		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
622 NEW ORLEANS (CONT'D)					
LOUISIANA					
TANGIPAHOA	C	31,500	30,750		
TERREBONNE	C	33,100	32,640		
WASHINGTON	C	17,000	16,330		
MISSISSIPPI					
HANCOCK	B	12,000	11,720		
PEARL RIVER	D	14,100	13,770		
501 NEW YORK		7,054,900	6,921,240	98	7.663
CONNECTICUT					
FAIRFIELD	B	302,800	299,500		
NEW JERSEY					
BERGEN	M A	318,300	316,070		
ESSEX	M A	311,500	306,640		
HUDSON	M A	215,000	211,540		
HUNTERDON	C	34,600	34,270		
MIDDLESEX	M A	230,600	228,160		
MONMOUTH	A	204,300	202,440		
MORRIS	M A	149,300	148,090		
OCEAN	B	169,900	167,830		
PASSAIC	M A	168,300	165,980		
SOMERSET	M A	79,600	78,830		
SUSSEX	C	45,200	44,760		
UNION	M A	188,900	187,030		
WARREN	B	33,200	32,830		
NEW YORK					
BRONX	M A	458,200	448,620		
DUTCHESS	B	90,000	89,150		
KINGS	M A	899,200	870,070		
NASSAU	M A	447,400	444,180		
NEW YORK	M A	765,400	727,210		
ORANGE	B	96,200	94,880		
PUTNAM	M A	28,400	28,160		
QUEENS	M A	754,900	745,090		
RICHMOND	M A	130,300	129,340		
ROCKLAND	M A	87,500	85,860		
SUFFOLK	M A	426,600	422,510		
SULLIVAN	C	25,100	23,930		
ULSTER	B	62,100	60,070		
WESTCHESTER	M A	322,400	318,630		
PENNSYLVANIA					
PIKE	D	9,700	9,570		
544 NORFOLK-PORTSMTH-NEWPT NWS		559,000	550,770	99	.610
NORTH CAROLINA					
CAMDEN	D	2,000	1,980		
CHOWAN	D	5,300	5,230		
CURRITUCK	B	5,500	5,410		
DARE	D	8,600	8,400		
GATES	D	3,300	3,240		
HERTFORD	D	8,400	8,170		
NORTHAMPTON	D	7,700	7,490		
PASQUOTANK	D	10,900	10,710		
PERQUIMANS	D	4,300	4,170		
VIRGINIA					
ACCOMACK	D	11,900	11,590		
GLOUCESTER	M B	10,800	10,630		
ISLE OF WIGHT	D	8,600	8,430		
JAMES CITY	M B	13,200	12,980		
MATHEWS	D	3,700	3,600		
NORTHAMPTON	D	5,600	5,460		
SOUTHAMPTON	D	8,100	7,920		
SUFFOLK CITY	M B	18,000	17,660		
SURRY	D	2,100	2,030		
VIRGINIA BCH	M B	119,300	118,140		
YORK	M B	16,900	16,720		
CHSPEAKE CITY	M B	46,900	46,260		
NORFOLK CITY	M B	92,400	91,070		
PRTSMUTH CITY	M B	40,600	39,960		
HAMPTON CITY	M B	44,800	44,210		
NWPRT NWS CTY	M B	60,100	59,310		
740 NORTH PLATTE		14,700	14,490	99	.016
NEBRASKA					
ARTHUR	D	200	200		
BLAINE	D	300	290		
HOOKER	D	400	380		
LINCOLN	D	12,800	12,640		
LOGAN	D	400	390		
MCPHERSON	D	200	190		
THOMAS	D	400	400		
633 ODESSA-MIDLAND		151,200	148,420	98	.164
NEW MEXICO					
LEA-S	C	2,600	2,570		
TEXAS					

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
633 ODESSA-MIDLAND (CONT'D)					
TEXAS					
ANDREWS	D	5,400	5,370		
BREWSTER	D	2,900	2,750		
CRANE	D	1,700	1,660		
CROCKETT	D	1,600	1,560		
ECTOR	M C	49,200	48,450		
GAINES	D	4,800	4,570		
GLASSCOCK	D	400	390		
HOWARD	D	13,200	13,000		
JEFF DAVIS	D	600	520		
LOVING	D	100	100		
MARTIN	D	1,600	1,580		
MIDLAND	M C	43,600	42,920		
PECOS	D	5,000	4,860		
PRESIDIO	D	1,800	1,710		
REAGAN	D	1,500	1,490		
REEVES	D	4,700	4,610		
TERRELL	D	600	570		
UPTON	D	1,700	1,660		
WARD	D	4,900	4,840		
WINKLER	D	3,300	3,240		
650 OKLAHOMA CITY		608,500	597,480	98	.662
OKLAHOMA					
ALFALFA	D	2,600	2,520		
BECKHAM	D	8,800	8,590		
BLAINE	D	5,300	5,190		
CADDO	D	12,500	12,280		
CANADIAN	M B	26,300	25,920		
CLEVELAND	M B	61,000	60,150		
CUSTER	D	12,200	11,880		
DEWEY	D	2,200	2,100		
ELLIS	D	2,200	2,130		
GARFIELD	C	24,800	24,440		
GARVIN	D	11,500	11,230		
GRADY	D	16,700	16,160		
GRANT	D	2,600	2,540		
GREER	D	3,000	2,940		
HARMON	D	1,700	1,670		
HARPER	D	1,800	1,750		
HUGHES	D	5,700	5,690		
KAY	C	20,500	20,240		
KINGFISHER	D	5,800	5,670		
KIOWA	D	5,100	4,810		
LINCOLN	D	12,200	11,970		
LOGAN	M D	11,400	11,160		
MCCLAIN	M B	9,300	9,110		
MAJOR	D	3,300	3,170		
MURRAY	D	5,100	5,040		
NOBLE	D	4,800	4,690		
OKLAHOMA	M B	252,500	248,790		
PAYNE	C	24,600	23,860		
POTTAWATOMIE	M B	22,600	22,250		
ROGER MILLS	D	2,100	2,050		
SEMINOLE	D	10,900	10,710		
WASHITA	D	5,300	5,150		
WOODS	D	4,100	3,970		
WOODWARD	D	8,000	7,660		
652 OMAHA		351,500	346,970	99	.384
IOWA					
ADAMS	D	2,100	2,080		
CASS	D	6,700	6,600		
CRAWFORD	D	6,800	6,750		
FREMONT	D	3,700	3,620		
HARRISON	D	6,000	5,970		
MILLS	D	4,700	4,670		
MONTGOMERY	D	5,400	5,330		
PAGE	D	7,400	7,300		
POTTAWATTAMIE	M B	33,500	33,000		
SHELBY	D	5,400	5,340		
TAYLOR	D	3,200	3,160		
MISSOURI					
ATCHISON	D	3,100	3,020		
NEBRASKA					
BURT	D	3,400	3,380		
BUTLER	D	3,400	3,360		
CASS	D	8,400	8,350		
COLFAX	D	3,700	3,640		
CUMING	D	4,000	3,960		
DODGE	D	13,900	13,760		
DOUGLAS	M B	160,200	157,850		
JOHNSON	D	2,000	1,980		
NEMAHA	D	3,200	3,160		
OTOE	D	5,900	5,840		
RICHARDSON	D	4,300	4,220		
SARPY	M B	32,400	32,190		
SAUNDERS	D	6,900	6,830		
SEWARD	D	5,900	5,740		
WASHINGTON	M D	5,900	5,870		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
534 ORLANDO-DAYTONA BCH-MELBRN		836,500	823,710	98	.912
FLORIDA					
BREVARD	M B	157,000	155,020		
FLAGLER	D	8,800	8,580		
LAKE	C	60,500	59,730		
MARION	C	72,800	71,250		
ORANGE	M B	243,000	238,720		
OSCEOLA	M B	36,900	36,460		
SEMINOLE	M B	98,400	97,080		
SUMTER	D	11,800	11,590		
VOLUSIA	M B	147,300	145,280		
631 OTTUMWA-KIRKSVILLE		44,800	43,840	98	.049
IOWA					
DAVIS	D	3,300	3,200		
JEFFERSON	D	6,600	6,290		
VAN BUREN	D	3,200	3,170		
WAPELLO	C	15,600	15,400		
MISSOURI					
ADAIR	D	9,200	9,000		
PUTNAM	D	2,100	2,060		
SCHUYLER	D	2,000	1,960		
SULLIVAN	D	2,800	2,760		
632 PADUCAH-C.GIRARDEAU-HARRBG		330,300	324,850	98	.360
ILLINOIS					
ALEXANDER	D	4,700	4,610		
FRANKLIN	C	17,900	17,700		
HAMILTON	D	3,900	3,820		
HARDIN	D	2,100	2,080		
JACKSON	C	23,900	23,400		
JOHNSON	D	3,700	3,580		
MASSAC	D	6,300	6,210		
POPE	D	1,900	1,870		
PULASKI	D	3,500	3,420		
SALINE	D	12,200	12,050		
UNION	D	7,700	7,460		
WILLIAMSON	C	25,300	24,920		
KENTUCKY					
BALLARD	D	3,200	3,140		
CALDWELL	D	4,900	4,790		
CALLOWAY	D	12,000	11,840		
CARLISLE	D	2,000	1,960		
CRITTENDEN	D	3,300	3,270		
FULTON	D	3,100	3,050		
GRAVES	D	13,300	13,150		
HICKMAN	D	2,000	1,970		
LIVINGSTON	D	3,700	3,650		
LYON	D	2,400	2,350		
MCCRACKEN	C	24,300	23,890		
MARSHALL	D	10,500	10,430		
MISSOURI					
BOLLINGER	D	4,200	4,130		
BUTLER	D	14,900	14,560		
CPE GIRARDEAU	C	23,000	22,720		
CARTER	D	2,100	2,040		
DUNKLIN	D	13,100	12,850		
MISSISSIPPI	D	5,300	5,240		
NEW MADRID	D	7,700	7,520		
REYNOLDS	D	2,800	2,700		
SCOTT	D	14,900	14,690		
STODDARD	D	11,300	11,130		
WAYNE	D	4,900	4,820		
TENNESSEE					
LAKE	D	2,600	2,540		
OBION	D	13,200	12,990		
WEAKLEY	D	12,500	12,310		
804 PALM SPRINGS		101,900	99,350	97	.110
CALIFORNIA					
RIVERSIDE-E	M A	101,900	99,350		
656 PANAMA CITY		80,700	79,130	98	.088
FLORIDA					
BAY	M C	50,900	50,110		
CALHOUN	D	3,500	3,400		
FRANKLIN	D	3,100	2,990		
GULF	D	4,000	3,930		
LIBERTY	D	1,600	1,550		
WALTON	D	11,300	11,000		
WASHINGTON	D	6,300	6,150		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
597 PARKERSBURG		62,700	61,870	99	.069
OHIO					
WASHINGTON	M B	24,000	23,670		
WEST VIRGINIA					
PLEASANTS	D	2,900	2,880		
WOOD	M B	35,800	35,320		
675 PEORIA-BLOOMINGTON		211,900	208,710	98	.231
ILLINOIS					
FULTON	C	15,300	15,140		
MCLEAN	M C	46,000	45,360		
MARSHALL	D	5,100	5,030		
MASON	D	6,800	6,720		
PEORIA	M B	73,600	72,550		
PUTNAM	D	2,300	2,260		
STARK	D	2,800	2,770		
TAZEWELL	M B	48,200	47,450		
WOODFORD	M B	11,800	11,430		
504 PHILADELPHIA		2,641,900	2,610,400	99	2.890
DELAWARE					
KENT	C	38,100	37,580		
NEW CASTLE	A	153,200	151,300		
NEW JERSEY					
ATLANTIC	B	82,400	81,000		
BURLINGTON	M A	135,800	134,900		
CAMDEN	M A	182,700	181,280		
CAPE MAY	C	41,100	40,420		
CUMBERLAND	C	48,700	48,120		
GLOUCESTER	M A	76,200	75,590		
MERCER	A	118,100	116,770		
SALEM	A	25,000	24,740		
PENNSYLVANIA					
BERKS	B	128,300	126,360		
BUCKS	M A	188,000	186,360		
CHESTER	M A	124,800	123,190		
DELAWARE	M A	209,000	207,430		
LEHIGH	B	113,100	111,420		
MONTGOMERY	M A	252,200	250,260		
NORTHAMPTON	B	89,900	88,730		
PHILADELPHIA	M A	635,300	624,950		
753 PHOENIX		1,000,200	973,280	97	1.078
ARIZONA					
COCONINO	C	30,300	28,110		
GILA	D	15,300	14,840		
GRAHAM	D	7,600	7,220		
GREENLEE	D	3,300	3,200		
MARICOPA	M A	805,600	788,280		
MOHAVE	C	34,300	33,420		
NAVAJO	C	22,300	20,000		
PINAL	C	35,300	34,380		
YAVAPAI	C	41,800	40,160		
APACHE-S	C	4,400	3,670		
508 PITTSBURGH		1,190,500	1,177,020	99	1.303
MARYLAND					
GARRETT	D	9,800	9,340		
PENNSYLVANIA					
ALLEGHENY	M A	545,500	539,830		
ARMSTRONG	C	30,600	30,250		
BEAVER	M A	71,300	70,660		
BUTLER	C	55,700	55,280		
CLARION	C	15,000	14,600		
FAYETTE	M B	60,000	59,390		
FOREST	D	1,900	1,820		
GREENE	C	15,400	15,110		
INDIANA	C	32,700	32,310		
LAWRENCE	C	38,200	37,730		
VENANGO	C	23,700	23,280		
WASHINGTON	M A	80,900	80,060		
WESTMORELAND	M A	144,300	142,900		
WEST VIRGINIA					
MARION	C	25,000	24,690		
MONONGALIA	C	29,000	28,570		
PRESTON	D	11,500	11,200		
500 PORTLAND-AUBURN		320,300	315,600	99	.349
MAINE					
ANDROSCOGGIN	M C	38,000	37,540		
CUMBERLAND	M B	90,700	89,280		
FRANKLIN	D	11,000	10,770		
KENNEBEC	C	43,500	42,890		
LINCOLN	D	11,300	11,160		
OXFORD	C	19,400	19,040		
SAGADAHOC	D	12,700	12,510		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
500 PORTLAND-AUBURN (CONT'D)					
MAINE					
YORK	C	63,200	62,580		
NEW HAMPSHIRE					
CARROLL	D	14,500	14,030		
COOS	D	13,400	13,260		
VERMONT					
ESSEX	D	2,600	2,540		
820 PORTLAND, OR		823,200	799,260	97	.885
OREGON					
BAKER	D	6,000	5,660		
CLACKAMAS	M B	95,100	92,450		
CLATSOP	D	13,000	12,440		
COLUMBIA	D	13,600	13,260		
CROOK	D	5,400	4,990		
GILLIAM	D	800	770		
HARNEY	D	2,900	2,750		
HOOD RIVER	D	6,300	6,070		
JEFFERSON	D	4,600	4,360		
LINCOLN	D	15,900	14,700		
LINN	C	33,600	32,180		
MARION	M B	82,700	80,330		
MULTNOMAH	M B	242,400	235,690		
POLK	B	17,500	16,890		
SHERMAN	D	800	790		
TILLAMOOK	D	8,600	8,250		
UNION	D	8,600	8,350		
WASCO	D	8,200	7,950		
WASHINGTON	M B	110,800	108,920		
WHEELER	D	700	630		
YAMHILL	C	21,100	20,500		
WASHINGTON					
CLARK	M B	82,900	80,790		
COWLITZ	C	30,900	30,340		
KLICKITAT	D	6,300	6,000		
SKAMANIA	D	3,100	2,880		
WAHKIAKUM	D	1,400	1,320		
552 PRESQUE ISLE		29,900	29,480	99	.033
MAINE					
AROOSTOOK	M C	29,900	29,480		
521 PROVIDENCE-NEW BEDFORD		554,800	549,490	99	.608
MASSACHUSETTS					
BRISTOL	M B	183,800	182,090		
DUKES	D	5,300	5,120		
RHODE ISLAND					
BRISTOL	M B	16,300	16,210		
KENT	M B	59,700	59,400		
NEWPORT	C	30,900	30,570		
PROVIDENCE	M B	221,100	218,800		
WASHINGTON	B	37,700	37,300		
717 QUINCY-HANNIBAL-KEOKUK		117,900	116,170	99	.129
ILLINOIS					
ADAMS	M C	26,500	26,200		
BROWN	D	2,000	1,980		
HANCOCK	M D	9,200	9,090		
MCDONOUGH	D	12,700	12,540		
PIKE	D	7,400	7,270		
SCHUYLER	D	3,100	3,050		
SCOTT	D	2,300	2,290		
IOWA					
LEE	M C	16,400	16,180		
MISSOURI					
CLARK	M D	3,000	2,980		
KNOX	D	2,100	1,990		
LEWIS	M D	3,900	3,830		
MACON	D	6,500	6,290		
MARION	M D	10,700	10,560		
MONROE	D	3,600	3,570		
RALLS	D	3,400	3,360		
SCOTLAND	D	2,100	2,040		
SHELBY	D	3,000	2,950		
560 RALEIGH-DURHAM		643,300	632,860	98	.701
NORTH CAROLINA					
CHATHAM	D	14,400	14,210		
CUMBERLAND	B	87,400	86,180		
DURHAM	M B	67,500	66,220		
FRANKLIN	M D	12,700	12,500		
GRANVILLE	D	12,700	12,500		
HALIFAX	C	19,700	19,270		
HARNETT	C	23,800	23,450		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
560 RALEIGH-DURHAM (CONT'D)					
NORTH CAROLINA					
HOKE	D	7,300	7,180		
JOHNSTON	C	30,900	30,430		
LEE	D	16,000	15,780		
MOORE	C	23,600	23,250		
NASH-W	C	11,500	11,320		
ORANGE	M B	34,100	33,080		
PERSON	D	11,300	11,110		
SAMPSON	C	18,800	18,570		
SCOTLAND	D	11,900	11,710		
VANCE	D	14,300	14,070		
WAKE	M B	148,800	146,690		
WARREN	D	5,800	5,730		
WAYNE	C	36,100	35,540		
WILSON	C	24,100	23,670		
VIRGINIA					
MECKLENBURG	D	10,600	10,400		
764 RAPID CITY		100,100	97,790	98	.108
MONTANA					
CARTER	D	600	570		
FALLON	D	1,400	1,360		
POWDER RIVER	D	900	850		
NEBRASKA					
GARDEN	D	1,000	940		
GRANT	D	300	300		
SHERIDAN	D	2,900	2,860		
SIOUX	D	700	690		
SOUTH DAKOTA					
BENNETT	D	1,000	970		
BUTTE	D	3,400	3,330		
CUSTER	D	2,800	2,710		
FALL RIVER	D	3,400	3,250		
HAAKON	D	1,000	940		
HARDING	D	600	570		
JACKSON	D	1,300	1,270		
LAWRENCE	M D	8,100	7,900		
MEADE	M D	8,200	8,060		
PENNINGTON	M C	30,300	29,760		
PERKINS	D	1,800	1,760		
SHANNON	D	2,700	2,580		
ZIEBACH	D	600	570		
WYOMING					
CAMPBELL	D	11,700	11,640		
CROOK	D	2,300	2,180		
SHERIDAN	D	10,300	10,040		
WESTON	D	2,800	2,690		
811 RENO		185,200	179,460	97	.199
CALIFORNIA					
ALPINE	D	400	360		
EL DORADO-E	C	16,100	15,400		
LASSEN	D	8,300	8,020		
MONO	D	4,000	3,830		
NEVADA					
CHURCHILL	D	6,600	6,420		
DOUGLAS	D	10,500	10,310		
ESMERALDA	D	300	280		
HUMBOLDT	D	4,500	4,100		
LANDER	D	1,900	1,780		
LYON	D	7,400	7,130		
MINERAL	D	2,600	2,500		
PERSHING	D	1,500	1,460		
STOREY	D	700	680		
WASHOE	M B	104,600	101,740		
CARSON CITY	D	15,800	15,450		
556 RICHMOND-PETERSBURG		431,800	424,890	98	.470
VIRGINIA					
AMELIA	D	2,800	2,660		
AUGUSTA	C	33,400	32,870		
BRUNSWICK	D	5,000	4,900		
BUCKINGHAM	D	3,900	3,800		
CAROLINE	D	6,500	6,390		
CHARLES CITY	M B	2,000	1,950		
CHESTERFIELD	M B	66,500	66,020		
CUMBERLAND	D	2,900	2,810		
DINWIDDIE	M C	21,400	21,080		
ESSEX	D	3,200	3,080		
FLUVANNA	C	4,100	4,010		
GOOCHLAND	M B	4,300	4,170		
GREENE	C	3,200	3,050		
GREENSVILLE	D	4,900	4,790		
HANOVER	M B	19,400	19,140		
HENRICO	M B	78,100	77,000		
KING & QUEEN	D	2,300	2,220		
KING WILLIAM	D	3,700	3,650		
LANCASTER	D	4,400	4,320		
LOUISA	D	7,000	6,810		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
556 RICHMOND-PETERSBURG (CONT'D)					
VIRGINIA					
LUNENBURG	D	4,200	4,030		
MIDDLESEX	D	3,500	3,440		
NELSON	D	4,300	4,080		
NEW KENT	M B	4,100	4,020		
NORTHUMBERLND	D	4,200	4,050		
NOTTOWAY	D	5,300	5,200		
ORANGE	D	7,600	7,490		
POWHATAN	M B	3,800	3,720		
PRINCE EDWARD	D	5,200	5,090		
PRINCE GEORGE	M C	15,600	15,470		
RICHMOND	D	2,600	2,550		
SUSSEX	D	3,400	3,310		
RICHMOND-IND	M B	89,000	87,720		
573 ROANOKE-LYNCHBURG		363,300	356,900	98	.395
VIRGINIA					
ALLEGHANY	D	9,600	9,420		
AMHERST	M B	10,000	9,810		
APPOMATTOX	B	4,500	4,430		
BATH	D	1,900	1,84[illegible]		
BEDFORD	M C	16,300	16,030		
BLAND	D	2,200	2,160		
BOTETOURT	M B	9,100	8,990		
CAMPBELL	M B	42,200	41,640		
CARROLL	D	12,600	12,220		
CHARLOTTE	D	4,000	3,890		
CRAIG	B	1,600	1,540		
FLOYD	D	4,500	4,430		
FRANKLIN	D	13,100	12,890		
GILES	D	6,200	6,070		
HALIFAX	D	12,200	11,860		
HENRY	C	28,200	27,770		
HIGHLAND	D	1,100	1,060		
MONTGOMERY	C	27,200	26,310		
PITTSYLVANIA	C	40,700	40,040		
PULASKI	D	12,800	12,630		
ROANOKE	M B	79,600	78,690		
ROCKBRIDGE	D	10,400	10,180		
WYTHE	D	9,500	9,380		
WEST VIRGINIA					
POCAHONTAS	D	3,800	3,620		
538 ROCHESTER		369,600	365,770	99	.405
NEW YORK					
LIVINGSTON	B	20,100	19,810		
MONROE	M B	270,500	267,800		
ONTARIO	B	33,100	32,780		
ORLEANS	B	14,000	13,800		
WAYNE	B	31,900	31,580		
610 ROCKFORD		156,800	154,780	99	.171
ILLINOIS					
BOONE	M B	11,100	10,930		
LEE	D	12,900	12,720		
OGLE	C	17,400	17,200		
STEPHENSON	C	19,400	19,200		
WINNEBAGO	M B	96,000	94,730		
761 ROSWELL		68,100	66,720	98	.074
NEW MEXICO					
CHAVES	C	21,700	21,260		
EDDY	C	19,500	19,060		
LEA-N	C	20,700	20,330		
ROOSEVELT	D	6,200	6,070		
862 SACRAMENTO-STOCKTON		984,900	961,440	98	1.064
CALIFORNIA					
AMADOR	D	10,700	10,360		
CALAVERAS	D	12,500	12,100		
COLUSA	D	5,700	5,540		
EL DORADO-W	M C	28,700	27,720		
NEVADA	C	30,100	28,660		
PLACER	M B	57,900	56,550		
PLUMAS	D	8,300	7,900		
SACRAMENTO	M B	385,600	377,730		
SAN JOAQUIN	M B	158,000	154,410		
SIERRA	D	1,500	1,400		
SOLANO-E	A	57,800	56,760		
STANISLAUS	B	118,700	115,850		
SUTTER	C	22,700	22,320		
TUOLUMNE	D	17,000	16,590		
YOLO	M B	49,100	47,540		
YUBA	C	20,600	20,010		
576 SALISBURY		91,900	90,500	98	.100
DELAWARE					
SUSSEX	C	43,000	42,340		
MARYLAND					
SOMERSET	D	6,900	6,790		
WICOMICO	C	26,900	26,580		
WORCESTER	D	15,100	14,790		
770 SALT LAKE CITY		594,600	581,640	98	.644
COLORADO					
DOLORES	D	600	560		
IDAHO					
BEAR LAKE	D	2,400	2,250		
CARIBOU	D	3,100	3,030		
FRANKLIN	D	2,900	2,840		
ONEIDA	D	1,100	1,080		
NEVADA					
ELKO	D	9,600	9,070		
EUREKA	D	500	470		
WHITE PINE	D	3,100	3,020		
UTAH					
BEAVER	D	1,700	1,670		
BOX ELDER	D	11,200	11,030		
CACHE	C	20,800	20,030		
CARBON	D	8,300	8,090		
DAGGETT	D	200	190		
DAVIS	M B	52,200	51,660		
DUCHESNE	D	4,400	4,290		
EMERY	D	3,600	3,530		
GARFIELD	D	1,200	1,130		
GRAND	D	2,800	2,500		
IRON	D	6,700	6,590		
JUAB	D	1,700	1,680		
KANE	D	1,600	1,540		
MILLARD	D	4,500	4,450		
MORGAN	M D	1,500	1,450		
PIUTE	D	400	390		
RICH	D	700	690		
SALT LAKE	M B	237,700	233,450		
SAN JUAN	D	3,100	2,680		
SANPETE	D	5,200	5,100		
SEVIER	D	5,100	5,030		
SUMMIT	D	5,000	4,900		
TOOELE	M B	9,100	8,980		
UINTAH	D	7,800	7,760		
UTAH	M B	69,300	67,310		
WASATCH	D	3,300	3,170		
WASHINGTON	D	12,500	11,970		
WAYNE	D	600	600		
WEBER	M B	54,900	54,180		
WYOMING					
SUBLETTE	D	2,300	2,240		
SWEETWATER	C	16,000	15,630		
TETON	D	5,200	4,970		
UINTA	D	7,200	7,030		
WASHAKIE	D	3,500	3,410		
661 SAN ANGELO		45,200	44,220	98	.049
TEXAS					
CONCHO	D	1,100	1,080		
IRION	D	500	490		
MCCULLOCH	D	3,500	3,380		
MENARD	D	900	850		
SCHLEICHER	D	1,000	960		
STERLING	D	400	390		
SUTTON	D	1,700	1,620		
TOM GREEN	C	36,100	35,450		
641 SAN ANTONIO		568,200	555,350	98	.615
TEXAS					
ATASCOSA	D	10,300	10,060		
BANDERA	D	3,800	3,720		
BEXAR	M B	397,200	389,530		
COMAL	M B	19,000	18,570		
DE WITT	D	7,300	7,170		
DIMMIT	D	3,300	3,070		
EDWARDS	D	700	640		
FRIO	D	4,400	4,290		
GILLESPIE	D	6,500	6,140		
GOLIAD	D	1,900	1,840		
GONZALES	D	6,300	6,190		
GUADALUPE	M B	21,100	20,610		
KARNES	D	4,500	4,370		
KENDALL	D	5,500	5,390		
KERR	D	15,400	15,050		
KINNEY	D	900	860		
LA SALLE	D	1,800	1,730		
LAVACA	D	7,400	7,040		
MCMULLEN	D	300	290		
MAVERICK	D	10,000	9,440		

M = Metro county of DMA market
NM = Metro county of non-DMA market

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
641 SAN ANTONIO (CONT'D)					
TEXAS					
MEDINA	D	9,200	9,000		
REAL	D	1,000	950		
UVALDE	D	7,800	7,460		
VAL VERDE	D	12,600	12,250		
WILSON	D	6,800	6,660		
ZAVALA	D	3,200	3,030		
825 SAN DIEGO		860,200	838,270	97	.928
CALIFORNIA					
SAN DIEGO	M A	860,200	838,270		
807 SAN FRANCISCO-OAKLAND		2,243,600	2,166,970	97	2.399
CALIFORNIA					
ALAMEDA	M A	487,700	471,310		
CONTRA COSTA	M A	284,900	279,290		
LAKE	D	22,900	22,280		
MARIN	M A	94,300	90,660		
MENDOCINO	C	30,400	27,070		
NAPA	A	41,900	40,570		
SAN FRANCISCO	M A	336,800	317,330		
SAN MATEO	M A	243,700	237,830		
SANTA CLARA	A	507,600	494,100		
SOLANO-W	A	49,200	48,210		
SONOMA	A	144,200	138,320		
855 SANTABARBRA-SANMAR-SANLUOB		210,500	203,120	96	.225
CALIFORNIA					
SAN LUIS OBPO	B	77,600	74,980		
SANTA BARBARA	B	132,900	128,140		
507 SAVANNAH		220,000	215,870	98	.239
GEORGIA					
APPLING	D	5,700	5,530		
BACON	D	3,500	3,410		
BRYAN	B	4,800	4,720		
BULLOCH	D	12,500	12,240		
CANDLER	D	2,700	2,650		
CHATHAM	M B	81,200	79,970		
EFFINGHAM	M B	8,300	8,130		
EVANS	D	3,000	2,950		
JEFF DAVIS	D	4,500	4,370		
LIBERTY	D	13,200	12,910		
LONG	D	1,800	1,740		
MC INTOSH	D	3,000	2,940		
MONTGOMERY	D	2,300	2,210		
PIERCE	D	4,600	4,510		
TATTNALL	D	6,300	6,190		
TOOMBS	D	9,200	8,950		
TREUTLEN	D	2,100	2,050		
WAYNE	D	7,400	7,280		
SOUTH CAROLINA					
BEAUFORT	C	31,200	30,740		
HAMPTON	D	7,000	6,830		
JASPER	M D	5,700	5,550		
819 SEATTLE-TACOMA		1,295,800	1,253,980	97	1.388
WASHINGTON					
CHELAN	C	21,100	20,290		
CLALLAM	C	22,000	20,330		
GRAYS HARBOR	C	25,200	24,560		
ISLAND	C	20,100	19,580		
JEFFERSON	D	8,100	7,770		
KING	M A	580,200	561,230		
KITSAP	C	66,000	64,010		
LEWIS	C	22,600	21,220		
MASON	D	14,500	14,060		
PACIFIC	D	7,400	7,020		
PIERCE	M A	212,100	206,290		
SAN JUAN	D	4,300	4,070		
SKAGIT	C	28,600	27,140		
SNOHOMISH	M A	156,500	152,760		
THURSTON	C	61,000	59,370		
WHATCOM	C	46,100	44,280		
612 SHREVEPORT		452,200	443,110	98	.491
ARKANSAS					
COLUMBIA	D	9,700	9,350		
HEMPSTEAD	D	8,600	8,420		
HOWARD	D	5,100	4,960		
LAFAYETTE	D	3,600	3,500		
LITTLE RIVER	M C	5,100	4,980		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
612 SHREVEPORT (CONT'D)					
ARKANSAS					
MILLER	M C	14,300	13,940		
SEVIER	D	5,500	5,400		
LOUISIANA					
BIENVILLE	D	6,200	6,060		
BOSSIER	M B	32,800	32,360		
CADDO	M B	103,400	101,700		
CLAIBORNE	D	6,500	6,370		
DE SOTO	D	10,300	10,020		
NATCHITOCHES	D	14,400	13,930		
RED RIVER	D	3,800	3,640		
SABINE	D	10,700	10,430		
WEBSTER	M B	17,300	17,010		
OKLAHOMA					
MCCURTAIN	D	12,800	12,420		
TEXAS					
BOWIE	M C	30,500	30,080		
CAMP	D	4,100	4,010		
CASS	D	11,300	11,030		
FRANKLIN	D	3,200	3,120		
GREGG	B	42,000	41,400		
HARRISON	B	20,200	19,780		
MARION	D	4,100	4,040		
MORRIS	D	5,300	5,200		
PANOLA	D	8,400	8,100		
RED RIVER	D	6,100	5,860		
RUSK	C	16,600	16,310		
SHELBY	D	9,300	9,110		
TITUS	D	8,900	8,760		
UPSHUR	D	12,100	11,820		
624 SIOUX CITY		158,000	156,390	99	.173
IOWA					
BUENA VISTA	D	7,900	7,830		
CHEROKEE	D	5,900	5,870		
CLAY	D	7,500	7,460		
DICKINSON	D	6,200	6,160		
IDA	D	3,500	3,480		
MONONA	D	4,400	4,370		
OBRIEN	D	6,200	6,160		
PALO ALTO	D	4,500	4,450		
PLYMOUTH	D	9,000	8,930		
SAC	D	5,300	5,270		
SIOUX	D	10,800	10,460		
WOODBURY	M C	38,200	37,890		
NEBRASKA					
ANTELOPE	D	3,200	3,150		
CEDAR	D	4,000	3,970		
DAKOTA	M C	6,600	6,540		
DIXON	D	2,600	2,590		
KNOX	D	4,000	3,940		
MADISON	D	12,800	12,650		
PIERCE	D	3,100	3,070		
STANTON	D	2,400	2,370		
THURSTON	D	2,400	2,380		
WAYNE	D	3,300	3,260		
SOUTH DAKOTA					
UNION	D	4,200	4,140		
725 SIOUX FALLS(MITCHELL)		231,200	227,380	98	.252
IOWA					
LYON	D	4,500	4,190		
OSCEOLA	D	3,200	3,140		
MINNESOTA					
LINCOLN	D	2,900	2,870		
MURRAY	D	3,900	3,860		
NOBLES	D	7,600	7,500		
PIPESTONE	D	4,300	4,220		
ROCK	D	3,800	3,750		
NEBRASKA					
BOYD	D	1,300	1,270		
CHERRY	D	2,600	2,530		
KEYA PAHA	D	500	500		
SOUTH DAKOTA					
AURORA	D	1,100	1,080		
BEADLE	D	7,400	7,250		
BON HOMME	D	2,900	2,830		
BROOKINGS	D	8,900	8,700		
BROWN	D	14,400	14,270		
BRULE	D	2,000	1,980		
BUFFALO	D	400	380		
CHARLES MIX	D	3,400	3,340		
CLARK	D	1,900	1,870		
CLAY	D	4,800	4,680		
CODINGTON	D	8,900	8,760		
DAVISON	D	6,600	6,500		
DAY	D	3,100	3,050		
DEUEL	D	1,900	1,880		
DOUGLAS	D	1,500	1,420		
EDMUNDS	D	1,800	1,770		
FAULK	D	1,200	1,170		

M = Metro county of DMA market
NM = Metro county of non-DMA market

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
725 SIOUX FALLS(MITCHELL) (CONT'D)					
SOUTH DAKOTA					
GRANT	D	3,200	3,160		
GREGORY	D	2,100	2,070		
HAMLIN	D	1,900	1,840		
HAND	D	1,800	1,780		
HANSON	D	1,100	1,090		
HUGHES	D	6,300	6,210		
HUTCHINSON	D	3,300	3,240		
HYDE	D	800	790		
JERAULD	D	1,100	1,090		
JONES	D	600	590		
KINGSBURY	D	2,600	2,570		
LAKE	D	4,400	4,350		
LINCOLN	D	5,400	5,350		
LYMAN	D	1,300	1,290		
MCCOOK	D	2,400	2,360		
MCPHERSON	D	1,500	1,480		
MARSHALL	D	2,000	1,960		
MELLETTE	D	700	680		
MINER	D	1,400	1,380		
MINNEHAHA	C	51,100	50,510		
MOODY	D	2,400	2,390		
POTTER	D	1,300	1,280		
ROBERTS	D	3,900	3,790		
SANBORN	D	1,200	1,180		
SPINK	D	3,400	3,340		
STANLEY	D	1,000	980		
SULLY	D	800	770		
TODD	D	1,900	1,830		
TRIPP	D	2,800	2,760		
TURNER	D	3,500	3,440		
YANKTON	D	7,200	7,070		
588 SOUTH BEND-ELKHART		294,400	289,350	98	.320
INDIANA					
ELKHART	M C	54,500	53,080		
FULTON	D	7,400	7,330		
KOSCIUSKO	C	24,200	23,650		
LAGRANGE	D	9,300	8,740		
MARSHALL	B	15,400	15,090		
PULASKI	D	5,100	5,060		
ST JOSEPH	M B	90,100	89,150		
STARKE	D	8,000	7,890		
MICHIGAN					
BERRIEN	B	62,000	61,200		
CASS	C	18,400	18,160		
881 SPOKANE		334,400	323,620	97	.358
IDAHO					
BENEWAH	D	3,300	3,140		
BONNER	D	10,700	10,070		
BOUNDARY	D	2,700	2,430		
CLEARWATER	D	3,400	3,160		
IDAHO	D	5,400	5,210		
KOOTENAI	C	27,100	26,540		
LATAH	D	10,900	10,470		
LEWIS	D	1,400	1,370		
NEZ PERCE	D	13,100	12,770		
SHOSHONE	D	6,200	5,900		
MONTANA					
LINCOLN	D	6,700	6,370		
SANDERS	D	3,900	3,770		
OREGON					
WALLOWA	D	3,000	2,920		
WASHINGTON					
ADAMS	D	5,200	5,070		
ASOTIN	D	7,000	6,870		
COLUMBIA	D	1,600	1,490		
DOUGLAS	D	9,700	9,470		
FERRY	D	2,100	1,900		
GARFIELD	D	1,000	930		
GRANT	C	20,400	19,700		
LINCOLN	D	3,800	3,710		
OKANOGAN	D	13,000	12,380		
PEND OREILLE	D	3,300	3,160		
SPOKANE	M B	142,900	139,810		
STEVENS	D	11,200	10,440		
WHITMAN	C	15,400	14,570		
543 SPRINGFIELD-HOLYOKE		246,200	242,290	98	.268
MASSACHUSETTS					
FRANKLIN	C	27,400	26,730		
HAMPDEN	M B	169,000	166,990		
HAMPSHIRE	M B	49,800	48,570		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
619 SPRINGFIELD, MO		313,900	306,340	98	.339
ARKANSAS					
BAXTER	D	13,800	13,510		
BOONE	D	11,600	11,260		
CARROLL	D	8,000	7,610		
FULTON	D	4,500	4,300		
IZARD	D	4,500	4,390		
MARION	D	5,200	5,130		
NEWTON	D	3,100	2,970		
MISSOURI					
BARRY	D	10,400	10,170		
BENTON	D	5,500	5,380		
CAMDEN	D	10,500	10,320		
CEDAR	D	5,100	4,850		
CHRISTIAN	M B	10,600	10,390		
DADE	D	3,200	3,140		
DALLAS	M D	5,100	4,920		
DENT	D	5,700	5,560		
DOUGLAS	D	4,700	4,440		
GREENE	M B	78,500	76,970		
HICKORY	D	3,200	3,130		
HOWELL	D	11,900	11,500		
LACLEDE	D	10,300	10,050		
LAWRENCE	D	12,100	11,870		
OREGON	D	4,000	3,880		
OZARK	D	3,500	3,410		
PHELPS	D	12,200	11,850		
POLK	M D	7,600	7,390		
PULASKI	C	12,000	11,860		
ST CLAIR	D	3,400	3,310		
SHANNON	D	2,900	2,810		
STONE	D	7,500	7,360		
TANEY	D	10,700	10,500		
TEXAS	D	8,400	8,240		
WEBSTER	M D	8,000	7,840		
WRIGHT	D	6,200	6,030		
638 ST. JOSEPH		60,500	59,780	99	.066
KANSAS					
DONIPHAN	M D	3,500	3,490		
MISSOURI					
ANDREW	M C	5,300	5,270		
BUCHANAN	M C	32,900	32,500		
DE KALB	M D	3,200	3,170		
HARRISON	D	4,200	4,120		
HOLT	M D	2,700	2,670		
NODAWAY	D	7,600	7,470		
WORTH	D	1,100	1,090		
609 ST. LOUIS		1,107,300	1,089,920	98	1.207
ILLINOIS					
BOND	D	6,200	6,120		
CALHOUN	D	2,100	2,040		
CLINTON	M A	12,000	11,920		
FAYETTE	D	8,400	8,100		
GREENE	D	6,200	6,050		
JEFFERSON	D	16,100	15,850		
JERSEY	D	7,300	7,250		
MACOUPIN	C	20,000	19,870		
MADISON	M A	95,600	93,910		
MARION	C	17,800	17,400		
MONROE	M A	7,900	7,800		
MONTGOMERY	D	12,300	12,090		
PERRY	D	9,000	8,780		
RANDOLPH	D	12,800	12,610		
ST CLAIR	M A	96,800	95,210		
WASHINGTON	D	5,900	5,720		
MISSOURI					
CRAWFORD	D	7,400	7,300		
FRANKLIN	M A	27,200	26,690		
GASCONADE	D	5,400	5,330		
IRON	D	3,900	3,730		
JEFFERSON	M A	55,800	55,060		
LINCOLN	D	9,300	9,060		
MADISON	D	4,800	4,690		
MONTGOMERY	D	4,300	4,170		
PERRY	D	6,200	6,130		
PIKE	D	6,000	5,900		
ST CHARLES	M A	63,400	62,680		
ST FRANCOIS	C	16,400	16,220		
ST LOUIS	M A	370,400	364,960		
STE GENEVIEVE	D	5,800	5,710		
WARREN	D	6,800	6,730		
WASHINGTON	D	6,700	6,580		
ST LOUIS-IND	M A	171,100	168,260		
555 SYRACUSE		378,400	372,070	98	.412
NEW YORK					
CAYUGA	C	29,100	28,670		
CORTLAND	C	16,700	16,530		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
555 SYRACUSE (CONT'D)					
NEW YORK					
MADISON	M B	22,500	22,230		
ONONDAGA	M B	171,900	170,060		
OSWEGO	M B	41,600	41,260		
SCHUYLER	D	6,400	6,290		
SENECA	D	12,100	11,990		
TOMPKINS	C	31,900	29,420		
YATES	D	8,700	8,580		
ONEIDA-W	B	37,500	37,040		
530 TALLAHASSEE-THOMASVILLE		174,000	170,020	98	.188
FLORIDA					
GADSDEN	M C	14,800	14,450		
HAMILTON	D	3,200	3,090		
JEFFERSON	D	4,100	4,020		
LAFAYETTE	D	1,500	1,440		
LEON	M B	70,100	68,270		
MADISON	D	5,300	5,160		
TAYLOR	D	6,900	6,700		
WAKULLA	M B	5,100	4,990		
GEORGIA					
BROOKS	D	5,200	5,140		
DECATUR	D	9,200	9,070		
ECHOLS	D	800	780		
GRADY	D	7,900	7,760		
LOWNDES	C	26,400	25,930		
THOMAS	M D	13,500	13,220		
539 TAMPA-ST. PETE,SARASOTA		1,293,200	1,275,400	99	1.412
FLORIDA					
CITRUS	C	38,600	37,750		
DE SOTO	D	8,200	8,060		
HARDEE	D	7,500	7,380		
HERNANDO	M C	35,100	34,430		
HIGHLANDS	C	27,400	27,020		
HILLSBOROUGH	M A	323,100	318,320		
MANATEE	C	81,500	80,420		
PASCO	M A	115,900	114,430		
PINELLAS	M A	386,700	382,490		
POLK	B	149,800	147,450		
SARASOTA	B	119,400	117,650		
581 TERRE HAUTE		177,100	174,190	98	.193
ILLINOIS					
CLARK	D	6,700	6,640		
CLAY	D	6,100	5,980		
CRAWFORD	D	8,300	8,200		
CUMBERLAND	D	4,300	4,190		
EDGAR	D	8,300	8,140		
EFFINGHAM	D	12,200	12,070		
JASPER	D	4,300	4,260		
LAWRENCE	D	6,700	6,550		
RICHLAND	D	7,000	6,850		
INDIANA					
CLAY	M B	9,500	9,330		
DAVIESS	D	10,500	10,160		
GREENE	D	12,300	12,070		
KNOX	C	15,700	15,390		
MARTIN	D	3,900	3,820		
PARKE	D	5,900	5,820		
SULLIVAN	M B	8,200	8,120		
VERMILLION	M B	7,100	7,000		
VIGO	M B	40,100	39,600		
547 TOLEDO		409,500	405,270	99	.449
MICHIGAN					
LENAWEE	C	31,800	31,500		
OHIO					
DEFIANCE	D	14,400	14,260		
FULTON	M B	14,500	14,200		
HANCOCK	C	25,100	24,840		
HENRY	D	10,500	10,420		
LUCAS	M B	179,400	177,570		
OTTAWA	M B	15,400	15,300		
PUTNAM	B	11,100	11,000		
SANDUSKY	C	23,800	23,580		
SENECA	C	21,900	21,650		
WILLIAMS	D	14,200	14,010		
WOOD	M B	39,200	38,790		
WYANDOT	D	8,200	8,150		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
605 TOPEKA		142,400	140,280	99	.155
KANSAS					
CLAY	D	3,800	3,730		
COFFEY	D	3,600	3,500		
JACKSON	M D	4,400	4,350		
JEFFERSON	B	5,800	5,740		
LYON	D	13,700	13,470		
MARSHALL	D	5,300	5,230		
MORRIS	D	2,600	2,550		
NEMAHA	D	4,200	4,060		
OSAGE	M B	6,000	5,920		
POTTAWATOMIE	M D	5,900	5,810		
RILEY	C	20,400	20,000		
SHAWNEE	M B	64,200	63,460		
WABAUNSEE	M D	2,500	2,460		
540 TRAVERSE CITY-CADILLAC		163,200	160,990	99	.178
MICHIGAN					
ANTRIM	M D	6,500	6,390		
BENZIE	M D	4,600	4,490		
CHARLEVOIX	M D	8,300	8,200		
CHEBOYGAN	D	8,200	8,090		
CHIPPEWA	D	10,100	9,980		
CRAWFORD	D	3,800	3,750		
EMMET	D	9,500	9,350		
GR TRAVERSE	M C	23,100	22,840		
KALKASKA	M D	5,000	4,950		
LAKE	D	3,800	3,740		
LEELANAU	M D	6,100	6,020		
LUCE	D	2,200	2,170		
MACKINAC	D	3,900	3,810		
MANISTEE	M D	9,500	9,360		
MASON	D	10,600	10,460		
MISSAUKEE	M D	4,000	3,980		
MONTMORENCY	D	3,200	3,140		
OSCEOLA	D	7,700	7,620		
OSCODA	D	2,900	2,850		
OTSEGO	M D	6,000	5,880		
PRESQUE ISLE	D	5,400	5,310		
ROSCOMMON	D	8,400	8,300		
WEXFORD	M D	10,400	10,310		
531 TRI-CITIES, TN-VA		288,800	283,270	98	.314
KENTUCKY					
LESLIE	D	4,900	4,670		
LETCHER	D	10,900	10,600		
NORTH CAROLINA					
AVERY	D	5,400	5,280		
TENNESSEE					
CARTER	M B	20,000	19,780		
GREENE	C	21,300	20,930		
HAWKINS	M B	17,500	17,050		
JOHNSON	D	5,500	5,390		
SULLIVAN	M B	58,500	57,760		
UNICOI	M B	6,500	6,360		
WASHINGTON	M B	35,400	34,820		
VIRGINIA					
BUCHANAN	D	12,100	11,790		
DICKENSON	D	6,900	6,780		
LEE	D	9,700	9,490		
RUSSELL	D	11,900	11,550		
SCOTT	M B	8,900	8,650		
SMYTH	D	11,700	11,540		
WASHINGTON	M B	24,400	23,880		
WISE	C	17,300	16,950		
789 TUCSON(NOGALES)		307,200	298,430	97	.330
ARIZONA					
COCHISE	C	37,100	35,750		
PIMA	M B	260,400	253,500		
SANTA CRUZ	D	8,800	8,480		
NEW MEXICO					
CATRON	D	900	700		
671 TULSA		470,100	459,900	98	.509
KANSAS					
CHAUTAUQUA	D	2,200	2,150		
MONTGOMERY	C	16,500	16,100		
OKLAHOMA					
ADAIR	D	7,100	6,860		
CHEROKEE	D	12,600	12,300		
CRAIG	D	5,600	5,500		
CREEK	M B	26,600	25,900		
DELAWARE	D	11,200	10,900		
HASKELL	D	4,700	4,590		
LATIMER	D	3,800	3,580		
MCINTOSH	D	7,200	7,100		
MAYES	M B	13,200	12,920		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
671 TULSA (CONT'D)					
OKLAHOMA					
MUSKOGEE	C	26,700	26,150		
NOWATA	D	4,300	4,200		
OKFUSKEE	D	4,500	4,220		
OKMULGEE	D	15,200	14,770		
OSAGE	M B	16,000	15,770		
PAWNEE	D	7,100	7,030		
PITTSBURG	C	17,200	16,840		
ROGERS	M B	20,700	20,210		
TULSA	M B	211,200	206,810		
WAGONER	M B	18,200	17,880		
WASHINGTON	C	18,300	18,120		
620 TUSCALOOSA		54,100	52,860	98	.059
ALABAMA					
TUSCALOOSA	C	54,100	52,860		
760 TWIN FALLS		31,500	30,690	97	.034
IDAHO					
GOODING	D	4,500	4,400		
JEROME	D	5,700	5,600		
LINCOLN	D	1,200	1,150		
TWIN FALLS	C	20,100	19,540		
709 TYLER		129,500	126,710	98	.140
TEXAS					
ANGELINA	C	25,200	24,630		
CHEROKEE	M D	15,500	15,110		
HOUSTON	D	8,600	8,300		
NACOGDOCHES	C	19,000	18,540		
SAN AUGUSTINE	D	3,200	3,120		
SMITH	M C	58,000	57,010		
526 UTICA		100,100	98,780	99	.109
NEW YORK					
HERKIMER	B	24,700	24,400		
OTSEGO	C	21,400	21,070		
ONEIDA-E	B	54,000	53,310		
626 VICTORIA		26,200	25,600	98	.028
TEXAS					
VICTORIA	M C	26,200	25,600		
625 WACO-TEMPLE		244,300	239,440	98	.265
TEXAS					
BELL	M B	62,500	61,430		
BRAZOS	C	47,400	46,160		
BURLESON	D	5,400	5,220		
CORYELL	M B	17,900	17,640		
FALLS	M D	7,200	6,990		
LAMPASAS	D	5,600	5,460		
LEON	D	5,400	5,190		
MCLENNAN	M B	70,100	69,110		
MADISON	D	3,600	3,550		
MILAM	D	8,900	8,620		
MILLS	D	1,800	1,740		
ROBERTSON	D	6,100	5,990		
SAN SABA	D	2,400	2,340		
511 WASHINGTON, DC		1,690,800	1,665,470	99	1.844
DIST. OF COL.					
DIS OF COL	M A	253,800	248,010		
MARYLAND					
ALLEGANY	C	28,800	28,350		
CALVERT	M D	15,500	15,180		
CHARLES	M A	29,700	29,350		
FREDERICK	M C	47,700	47,040		
MONTGOMERY	M A	263,600	260,960		
PRINCE GEORGE	M A	245,000	242,840		
ST MARYS	C	23,400	23,040		
WASHINGTON	C	41,500	40,180		
PENNSYLVANIA					
FRANKLIN	C	45,600	44,170		
VIRGINIA					
ARLINGTON	M A	132,700	129,580		
CLARKE	D	4,000	3,950		
CULPEPER	D	8,800	8,640		
FAIRFAX	M A	279,000	276,570		
FAUQUIER	D	15,600	15,350		
FREDERICK	C	21,700	21,420		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
511 WASHINGTON, DC (CONT'D)					
VIRGINIA					
KING GEORGE	D	4,300	4,270		
LOUDOUN	M A	25,400	25,140		
MADISON	D	3,900	3,670		
PAGE	D	7,700	7,550		
PRINCE WM	M A	67,500	66,910		
RAPPAHANNOCK	D	2,600	2,450		
SHENANDOAH	D	11,500	11,280		
SPOTSYLVANIA	C	21,400	21,060		
STAFFORD	M C	17,000	16,800		
WARREN	D	9,300	9,110		
WESTMORELAND	D	5,900	5,800		
WEST VIRGINIA					
BERKELEY	C	20,600	20,340		
HAMPSHIRE	D	6,000	5,800		
HARDY	D	3,700	3,610		
JEFFERSON	D	12,900	12,680		
MINERAL	C	10,300	10,080		
MORGAN	D	4,400	4,290		
549 WATERTOWN		67,100	66,320	99	.073
NEW YORK					
JEFFERSON	M C	33,700	33,440		
LEWIS	D	8,900	8,760		
ST LAWRENCE-W	C	24,500	24,120		
705 WAUSAU-RHINELANDER		163,000	160,960	99	.178
WISCONSIN					
ADAMS	D	5,200	5,100		
CLARK	D	12,200	12,020		
FOREST	D	3,400	3,380		
LANGLADE	D	7,500	7,380		
LINCOLN	D	11,100	11,010		
MARATHON	C	41,200	40,790		
ONEIDA	D	13,000	12,820		
PORTAGE	C	20,100	19,830		
PRICE	D	6,400	6,260		
TAYLOR	D	6,500	6,370		
VILAS	D	7,500	7,380		
WOOD	C	28,900	28,620		
548 WEST PALM BEACH-FT. PIERCE		496,400	488,650	98	.541
FLORIDA					
INDIAN RIVER	C	36,100	35,470		
MARTIN	M C	39,400	38,770		
OKEECHOBEE	D	10,800	10,440		
PALM BEACH	M B	357,600	352,380		
ST LUCIE	M C	52,500	51,590		
554 WHEELING-STEUBENVILLE		169,600	167,650	99	.186
OHIO					
BELMONT	M B	30,900	30,620		
GUERNSEY	C	15,200	14,930		
HARRISON	D	6,100	6,040		
JEFFERSON	M B	31,800	31,510		
MONROE	D	6,100	6,000		
NOBLE	D	4,300	4,210		
WEST VIRGINIA					
BROOKE	M B	10,700	10,610		
HANCOCK	M B	14,800	14,670		
MARSHALL	M B	14,800	14,640		
OHIO	M B	23,000	22,780		
TYLER	D	4,000	3,930		
WETZEL	D	7,900	7,710		
627 WICHITA FALLS & LAWTON		160,400	157,860	98	.175
OKLAHOMA					
COMANCHE	M C	38,600	37,930		
COTTON	M D	2,900	2,870		
JACKSON	D	10,900	10,680		
JEFFERSON	D	3,200	3,130		
STEPHENS	C	17,400	17,110		
TILLMAN	M D	4,200	4,140		
TEXAS					
ARCHER	M D	3,000	2,970		
BAYLOR	M D	1,800	1,770		
CLAY	M C	4,100	4,070		
FOARD	D	900	880		
HARDEMAN	D	2,400	2,360		
KING	D	200	180		
KNOX	D	1,900	1,860		
MONTAGUE	D	7,300	7,170		
THROCKMORTON	D	900	880		
WICHITA	M C	46,400	45,790		
WILBARGER	M D	6,200	6,100		

M = Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
627 WICHITA FALLS & LAWTON (CONT'D)					
TEXAS					
YOUNG	D	8,100	7,970		
678 WICHITA-HUTCHINSON PLUS		433,700	425,810	98	.471
KANSAS					
BARBER	D	2,900	2,880		
BARTON	D	12,700	12,610		
BUTLER	M B	17,900	17,590		
CHASE	D	1,300	1,280		
CHEYENNE	D	1,500	1,460		
CLARK	D	1,000	980		
COMANCHE	D	1,000	970		
COWLEY	D	14,600	14,350		
DECATUR	D	1,700	1,670		
DICKINSON	D	8,000	7,810		
EDWARDS	D	1,700	1,680		
ELK	D	1,600	1,530		
ELLIS	D	10,600	10,510		
ELLSWORTH	D	2,900	2,880		
FINNEY	D	10,900	10,760		
FORD	D	10,100	9,920		
GOVE	D	1,400	1,310		
GRAHAM	D	1,500	1,470		
GRANT	D	2,700	2,630		
GRAY	D	1,900	1,830		
GREELEY	D	700	680		
GREENWOOD	D	3,400	3,290		
HAMILTON	D	1,100	1,080		
HARPER	D	3,100	3,050		
HARVEY	M D	11,500	11,260		
HASKELL	D	1,400	1,370		
HODGEMAN	D	900	870		
KEARNY	D	1,200	1,190		
KINGMAN	D	3,400	3,370		
KIOWA	D	1,500	1,390		
LANE	D	1,000	980		
LINCOLN	D	1,600	1,540		
LOGAN	D	1,400	1,380		
MCPHERSON	D	10,500	9,930		
MARION	D	5,100	4,790		
MEADE	D	1,800	1,790		
MITCHELL	D	3,400	3,340		
MORTON	D	1,200	1,160		
NESS	D	1,800	1,760		
NORTON	D	2,700	2,690		
OSBORNE	D	2,300	2,260		
OTTAWA	D	2,300	2,270		
PAWNEE	D	3,000	2,970		
PRATT	D	4,300	4,220		
RAWLINS	D	1,500	1,480		
RENO	M C	26,100	25,520		
RICE	D	4,600	4,580		
ROOKS	D	2,600	2,590		
RUSH	D	1,700	1,660		
RUSSELL	D	3,400	3,380		
SALINE	C	20,000	19,750		
SCOTT	D	2,200	2,130		
SEDGWICK	M B	154,600	152,110		
SEWARD	D	7,000	6,840		
SHERIDAN	D	1,300	1,280		
SHERMAN	D	2,800	2,740		
STAFFORD	D	2,400	2,370		
STANTON	D	800	770		
STEVENS	D	1,800	1,760		
SUMNER	D	10,000	9,880		
THOMAS	D	3,100	3,070		
TREGO	D	1,800	1,770		
WALLACE	D	700	680		
WICHITA	D	1,000	990		
NEBRASKA					
DUNDY	D	1,200	1,190		
HITCHCOCK	D	1,500	1,480		
OKLAHOMA					
BEAVER	D	3,100	3,040		
577 WILKES BARRE-SCRANTON		528,700	521,260	99	.577
PENNSYLVANIA					
CARBON	B	21,800	21,580		
CLINTON	D	14,400	14,160		
COLUMBIA	M C	23,400	23,120		
LACKAWANNA	M B	85,500	84,880		
LUZERNE	M B	128,500	127,400		
LYCOMING	C	44,000	43,270		
MONROE	M B	33,700	33,220		
MONTOUR	D	6,100	5,890		
NORTHUMBERLND	C	40,400	39,710		
SCHUYLKILL	B	63,500	62,640		
SNYDER	D	12,800	12,410		
SULLIVAN	D	2,300	2,190		
SUSQUEHANNA	B	15,200	14,850		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
577 WILKES BARRE-SCRANTON (CONT'D)					
PENNSYLVANIA					
UNION	D	11,300	10,910		
WAYNE	D	15,400	14,910		
WYOMING	M D	10,400	10,120		
550 WILMINGTON		194,200	190,670	98	.211
NORTH CAROLINA					
BLADEN	D	11,400	11,160		
BRUNSWICK	M C	19,200	18,780		
COLUMBUS	M C	19,200	18,800		
NEW HANOVER	M C	46,400	45,710		
PENDER	M D	9,600	9,370		
ROBESON	C	35,800	35,160		
SOUTH CAROLINA					
HORRY	C	52,600	51,690		
810 YAKIMA		174,200	169,210	97	.187
OREGON					
MORROW	D	3,000	2,880		
UMATILLA	C	21,900	21,190		
WASHINGTON					
BENTON	C	38,300	37,630		
FRANKLIN	C	13,200	12,720		
KITTITAS	D	9,800	9,300		
WALLA WALLA	C	18,100	16,860		
YAKIMA	M B	69,900	68,630		
536 YOUNGSTOWN		278,900	276,180	99	.306
OHIO					
COLUMBIANA	C	41,400	40,830		
MAHONING	M B	104,200	103,290		
TRUMBULL	M B	87,200	86,400		
PENNSYLVANIA					
MERCER	C	46,100	45,660		
771 YUMA-EL CENTRO		72,600	70,150	97	.078
ARIZONA					
LA PAZ	D	6,100	5,900		
YUMA	C	33,100	32,010		
CALIFORNIA					
IMPERIAL	C	33,400	32,240		
596 ZANESVILLE		32,000	31,580	99	.035
OHIO					
MUSKINGUM	C	32,000	31,580		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1989)	MULTI-SET % (Jan. 1989)
662	ABILENE-SWEETWATER	115,780	56
657	ADA-ARDMORE	73,780	53
532	ALBANY-SCHENECTADY-TROY	484,610	60
525	ALBANY, GA	128,320	56
790	ALBUQUERQUE-SANTA FE	420,740	56
644	ALEXANDRIA, LA	87,080	57
583	ALPENA	15,520	45
634	AMARILLO	173,040	60
743	ANCHORAGE	110,180	60
524	ATLANTA	1,325,390	66
520	AUGUSTA	227,110	65
635	AUSTIN	340,860	58
800	BAKERSFIELD	158,060	56
512	BALTIMORE	911,260	72
537	BANGOR	128,290	55
716	BATON ROUGE	256,100	66
692	BEAUMONT-PORT ARTHUR	163,580	61
559	BECKLEY-BLUEFIELD-OAK HILL	147,680	54
821	BEND, OR	26,090	52
756	BILLINGS	89,110	52
746	BILOXI-GULFPORT	65,590	61
502	BINGHAMTON	157,700	54
630	BIRMINGHAM,ANNISTON	550,390	63
757	BOISE	154,860	53
506	BOSTON	2,062,500	67
736	BOWLING GREEN	49,460	55
514	BUFFALO	595,590	59
523	BURLINGTON-PLATTSBURGH	267,910	54
754	BUTTE	46,540	50
767	CASPER-RIVERTON	48,770	52
637	CEDAR RAPIDS-WATERLOO&DUBQ	316,740	58
648	CHAMPAIGN&SPRNGFLD-DECATUR	326,540	59
564	CHARLESTON-HUNTINGTON	491,240	53
519	CHARLESTON, SC	212,980	64
517	CHARLOTTE	686,030	63
584	CHARLOTTESVILLE	39,120	52
575	CHATTANOOGA	298,450	60
759	CHEYENNE-SCOTTSBLUFF	50,540	53
602	CHICAGO	3,106,690	68
868	CHICO-REDDING	151,920	48
515	CINCINNATI	721,140	68
598	CLARKSBURG-WESTON	85,510	54
510	CLEVELAND,AKRON	1,438,180	66
752	COLORADO SPRINGS-PUEBLO	239,280	56
604	COLUMBIA-JEFFERSON CITY	130,780	56
546	COLUMBIA, SC	269,230	63
673	COLUMBUS-TUPELO-WEST POINT	156,590	52
522	COLUMBUS, GA	192,150	61
535	COLUMBUS, OH	650,680	66
600	CORPUS CHRISTI	172,940	61
623	DALLAS-FT. WORTH	1,664,820	63
682	DAVENPORT-R.ISLAND-MOLINE	308,560	60
542	DAYTON	505,050	61
751	DENVER	1,018,110	64
679	DES MOINES-AMES	363,830	63
505	DETROIT	1,694,670	71
606	DOTHAN	105,940	59
676	DULUTH-SUPERIOR	169,030	58
765	EL PASO	240,980	64
565	ELMIRA	84,030	48
516	ERIE	152,020	57
801	EUGENE	181,210	44
802	EUREKA	51,310	47
649	EVANSVILLE	266,390	61
745	FAIRBANKS	26,210	57
724	FARGO-VALLEY CITY	214,710	55
513	FLINT-SAGINAW-BAY CITY	449,260	62
570	FLORENCE, SC	112,780	64
866	FRESNO-VISALIA	427,820	56
571	FT. MYERS-NAPLES	235,980	61
670	FT. SMITH	145,890	50
509	FT. WAYNE	225,640	63
592	GAINESVILLE	83,750	51
798	GLENDIVE	5,180	42
773	GRAND JUNCTION-MONTROSE	52,660	46
563	GRAND RAPIDS-KALMZOO-B.CRK	610,230	58
755	GREAT FALLS	61,900	53
658	GREEN BAY-APPLETON	376,310	60
518	GREENSBORO-H.POINT-W.SALEM	504,720	65
545	GREENVILLE-N.BERN-WASHNGTN	255,420	62
567	GREENVILLE-SPART-ASHEVILLE	644,810	59
647	GREENWOOD-GREENVILLE	81,780	57
636	HARLINGEN-WESLACO-BRNSVLLE	186,520	59
566	HARRISBURG-LNCSTR-LEB-YORK	537,630	55
569	HARRISONBURG	33,700	44
533	HARTFORD & NEW HAVEN	884,310	65
710	HATTIESBURG-LAUREL	89,150	54
766	HELENA	20,690	47
744	HONOLULU	341,810	52
618	HOUSTON	1,431,830	61
691	HUNTSVILLE-DECATUR	280,730	59
758	IDAHO FALLS-POCATELLO	102,130	47
527	INDIANAPOLIS,LAFAYETTE	865,410	64
718	JACKSON, MS	290,590	61
639	JACKSON, TN	57,580	53
561	JACKSONVILLE	457,000	61
574	JOHNSTOWN-ALTOONA	285,390	54
734	JONESBORO	68,150	48
603	JOPLIN-PITTSBURG	177,940	51
616	KANSAS CITY	730,730	64
557	KNOXVILLE	423,880	57
702	LA CROSSE-EAU CLAIRE	158,320	55
642	LAFAYETTE, LA	197,490	62
643	LAKE CHARLES	74,980	58
551	LANSING	220,390	57
749	LAREDO	34,380	59
839	LAS VEGAS	259,500	71
541	LEXINGTON	325,150	54
558	LIMA	40,780	56
722	LINCOLN & HSTNGS-KRNY PLUS	256,510	53
693	LITTLE ROCK-PINE BLUFF	453,930	57
803	LOS ANGELES	4,800,200	63
529	LOUISVILLE	526,920	61
651	LUBBOCK	133,880	59
503	MACON	162,940	60
669	MADISON	269,380	54
737	MANKATO	52,140	53
553	MARQUETTE	55,060	48
611	MASON CITY-AUSTIN-ROCHESTR	142,670	57
813	MEDFORD-KLAMATH FALLS	132,410	48
640	MEMPHIS	592,580	61
711	MERIDIAN	74,230	53
528	MIAMI-FT. LAUDERDALE	1,249,430	69
617	MILWAUKEE	705,150	68
613	MINNEAPOLIS-ST. PAUL	1,274,820	63
687	MINOT-BISMARCK-DICKINSON	146,800	57
762	MISSOULA	74,650	43
686	MOBILE-PENSACOLA	444,670	60
628	MONROE-EL DORADO	181,990	60
828	MONTEREY-SALINAS	205,360	53
698	MONTGOMERY	210,840	61
659	NASHVILLE	693,450	59
622	NEW ORLEANS	638,600	68
501	NEW YORK	6,921,240	71
544	NORFOLK-PORTSMTH-NEWPT NWS	550,770	64
740	NORTH PLATTE	14,490	46
633	ODESSA-MIDLAND	148,420	58
650	OKLAHOMA CITY	597,480	59
652	OMAHA	346,970	63
534	ORLANDO-DAYTONA BCH-MELBRN	823,710	62
631	OTTUMWA-KIRKSVILLE	43,840	47
632	PADUCAH-C.GIRARDEAU-HARRBG	324,850	54
804	PALM SPRINGS	99,350	61
656	PANAMA CITY	79,130	60
597	PARKERSBURG	61,870	53
675	PEORIA-BLOOMINGTON	208,710	60
504	PHILADELPHIA	2,610,400	71
753	PHOENIX	973,280	61
508	PITTSBURGH	1,177,020	62
500	PORTLAND-AUBURN	315,600	57
820	PORTLAND, OR	799,260	55
552	PRESQUE ISLE	29,480	53
521	PROVIDENCE-NEW BEDFORD	549,490	64
717	QUINCY-HANNIBAL-KEOKUK	116,170	54
560	RALEIGH-DURHAM	632,860	63
764	RAPID CITY	97,790	49
811	RENO	179,460	59
556	RICHMOND-PETERSBURG	424,890	68
573	ROANOKE-LYNCHBURG	356,900	60
538	ROCHESTER	365,770	65

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (Jan. 1989)	MULTI-SET % (Jan. 1989)
610	ROCKFORD	154,780	66
761	ROSWELL	66,720	57
862	SACRAMENTO-STOCKTON	961,440	57
576	SALISBURY	90,500	60
770	SALT LAKE CITY	581,640	62
661	SAN ANGELO	44,220	60
641	SAN ANTONIO	535,350	60
825	SAN DIEGO	838,270	59
807	SAN FRANCISCO-OAKLAND	2,166,970	62
855	SANTABARBRA-SANMAR-SANLUOB	203,120	48
507	SAVANNAH	215,870	63
819	SEATTLE-TACOMA	1,253,980	55
612	SHREVEPORT	443,110	61
624	SIOUX CITY	156,390	61
725	SIOUX FALLS(MITCHELL)	227,380	54
588	SOUTH BEND-ELKHART	289,350	64
881	SPOKANE	323,620	50
543	SPRINGFIELD-HOLYOKE	242,290	60
619	SPRINGFIELD, MO	306,340	49
638	ST. JOSEPH	59,780	52
609	ST. LOUIS	1,089,920	69
555	SYRACUSE	372,070	60
530	TALLAHASSEE-THOMASVILLE	170,020	55
539	TAMPA-ST. [illegible]E,SARASOTA	1,275,400	61
581	TERRE HAUTE	174,190	60
547	TOLEDO	405,270	62
605	TOPEKA	140,280	52
540	TRAVERSE CITY-CADILLAC	160,990	55
531	TRI-CITIES, TN-VA	283,270	56
789	TUCSON(NOGALES)	298,430	56
671	TULSA	459,900	59
620	TUSCALOOSA	52,860	63
760	TWIN FALLS	30,690	43
709	TYLER	126,710	54
526	UTICA	98,780	57
626	VICTORIA	25,600	60
625	WACO-TEMPLE	239,440	58
511	WASHINGTON, DC	1,665,470	70
549	WATERTOWN	66,320	53
705	WAUSAU-RHINELANDER	160,960	60
548	WEST PALM BEACH-FT. PIERCE	487,650	67
554	WHEELING-STEUBENVILLE	167,650	59
627	WICHITA FALLS & LAWTON	157,860	60
678	WICHITA-HUTCHINSON PLUS	425,810	55
577	WILKES BARRE-SCRANTON	521,260	58
550	WILMINGTON	190,670	60
810	YAKIMA	169,210	53
536	YOUNGSTOWN	276,180	63
771	YUMA-EL CENTRO	70,150	48
596	ZANESVILLE	31,580	59

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY STATE, NIELSEN MARKETING SERVICES TERRITORIES & COUNTY SIZE

STATE

STATE	CABLE TV % RANK##	TV HOUSEHOLDS (Jan. 1989)	CABLE TV HOUSEHOLDS (July 1988)	CABLE TV % OF TV HSHLDS
ALABAMA	26	1,513,450	783,810	52
ALASKA#	45	136,390	60,670	44
ARIZONA	45	1,218,670	581,250	44
ARKANSAS	24	879,020	469,300	53
CALIFORNIA	34	10,143,780	5,114,770	50
COLORADO	36	1,296,710	636,760	49
CONNECTICUT	2	1,183,810	862,470	73
DELAWARE	3	231,220	163,090	71
DIST. OF COL.	51	248,010	19,200	8
FLORIDA	11	4,955,720	2,854,300	58
GEORGIA	32	2,271,950	1,148,100	51
HAWAII	1	341,810	270,770	79
IDAHO	41	359,740	164,920	46
ILLINOIS	42	4,256,410	1,910,670	45
INDIANA	32	2,005,670	1,016,670	51
IOWA	26	1,093,950	570,480	52
KANSAS	9	938,730	560,580	60
KENTUCKY	11	1,347,200	775,420	58
LOUISIANA	11	1,576,960	919,710	58
MAINE	21	443,540	240,590	54
MARYLAND	49	1,655,700	657,350	40
MASSACHUSETTS	6	2,187,080	1,375,650	63
MICHIGAN	37	3,359,900	1,621,290	48
MINNESOTA	45	1,586,640	700,820	44
MISSISSIPPI	26	919,830	479,650	52
MISSOURI	45	1,897,540	840,510	44
MONTANA	24	314,050	167,620	53
NEBRASKA	9	606,000	364,020	60
NEVADA	42	423,910	192,390	45
NEW HAMPSHIRE	8	396,640	243,950	62
NEW JERSEY	6	2,827,290	1,784,990	63
NEW MEXICO	26	540,410	281,320	52
NEW YORK	42	6,651,440	3,021,520	45
NORTH CAROLINA	34	2,400,240	1,196,220	50
NORTH DAKOTA	11	247,770	142,540	58
OHIO	19	4,042,220	2,206,020	55
OKLAHOMA	18	1,253,800	701,080	56
OREGON	19	1,037,280	571,660	55
PENNSYLVANIA	11	4,480,450	2,586,800	58
RHODE ISLAND	11	362,280	210,990	58
SOUTH CAROLINA	37	1,241,900	592,630	48
SOUTH DAKOTA	26	267,810	140,450	52
TENNESSEE	37	1,824,290	878,140	48
TEXAS	26	5,961,320	3,072,300	52
UTAH	50	526,040	201,960	38
VERMONT	21	204,320	109,560	54
VIRGINIA	21	2,110,960	1,148,120	54
WASHINGTON	17	1,749,950	992,940	57
WEST VIRGINIA	5	719,930	470,030	65
WISCONSIN	40	1,797,160	836,330	47
WYOMING	3	183,410	130,090	71

NIELSEN MARKETING RESEARCH SERVICES TERRITORIES

TERRITORY †	TOTAL HOUSEHOLDS (Jan. 1989)	TV HOUSEHOLDS (Jan. 1989)	CABLE TV HOUSEHOLDS (July 1988)	CABLE TV % OF TV HSHLDS
NEW ENGLAND	4,845,600	4,777,670	3,043,210	64
METRO NEW YORK	5,953,400	5,833,850	2,395,300	41
MIDDLE ATLANTIC	9,569,100	9,438,530	5,261,030	56
EAST CENTRAL	12,749,200	12,579,520	6,850,210	54
METRO CHICAGO	2,898,300	2,854,360	1,108,880	39
WEST CENTRAL	12,039,700	11,847,150	5,996,010	51
SOUTHEAST	17,020,100	16,740,140	8,792,790	53
SOUTHWEST	10,420,600	10,211,510	5,443,710	53
GREATER LOS ANGELES	4,765,700	4,660,370	1,926,440	41
REMAINING PACIFIC	11,225,600	10,899,000	5,893,450	54
CONTINENTAL U.S.**	91,487,300	89,842,100	46,711,030	52

COUNTY SIZE

COUNTY SIZE	TV HOUSEHOLDS (Jan. 1989)	CABLE TV HOUSEHOLDS (July 1988)	CABLE TV % OF TV HSHLDS
A	37,517,840	17,381,850	46
B	27,079,130	16,013,410	59
C	13,503,260	7,963,540	59
D	11,741,870	5,352,230	46
CONTINENTAL U.S.**	89,842,100	46,711,030	52

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS
'ZERO' INDICATES LESS THAN .5%.

ANCHORAGE AND FAIRBANKS DMA'S ONLY

† SEE PAGE F FOR STATES AND COUNTIES COMPRISING MRS TERRITORIES.

** EXCLUDING HAWAII AND ALASKA

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (Jan. 1989)	CABLE TV HOUSEHOLDS (July 1988)	CABLE TV % OF TV HSHLDS
ABILENE-SWEETWATER	36	115,780	77,740	67
ADA-ARDMORE	158	73,780	37,170	50
ALBANY-SCHENECTADY-TROY	42	484,610	310,080	64
ALBANY, GA	102	128,320	70,490	55
ALBUQUERQUE-SANTA FE	174	420,740	197,140	47
ALEXANDRIA, LA	56	87,080	53,520	61
ALPENA	111	15,520	8,370	54
AMARILLO	27	173,040	117,120	68
ANCHORAGE	179	110,180	50,460	46
ATLANTA	179	1,325,390	615,940	46
AUGUSTA	134	227,110	117,290	52
AUSTIN	96	340,860	190,910	56
BAKERSFIELD	21	158,060	110,230	70
BALTIMORE	209	911,260	330,510	36
BANGOR	206	128,290	50,580	39
BATON ROUGE	48	256,100	161,250	63
BEAUMONT-PORT ARTHUR	102	163,580	89,440	55
BECKLEY-BLUEFIELD-OAK HILL	17	147,680	104,500	71
BEND, OR	27	26,090	17,850	68
BILLINGS	111	89,110	48,160	54
BILOXI-GULFPORT	5	65,590	52,590	80
BINGHAMTON	37	157,700	103,930	66
BIRMINGHAM,ANNISTON	134	550,390	283,970	52
BOISE	209	154,860	56,050	36
BOSTON	56	2,062,500	1,258,760	61
BOWLING GREEN	164	49,460	24,140	49
BUFFALO	42	595,590	379,450	64
BURLINGTON-PLATTSBURGH	96	267,910	148,840	56
BUTTE	75	46,540	27,280	59
CASPER-RIVERTON	25	48,770	33,700	69
CEDAR RAPIDS-WATERLOO&DUBQ	111	316,740	170,270	54
CHAMPAIGN&SPRNGFLD-DECATUR	37	326,540	216,730	66
CHARLESTON-HUNTINGTON	42	491,240	314,140	64
CHARLESTON, SC	150	212,980	109,180	51
CHARLOTTE	150	686,030	350,440	51
CHARLOTTESVILLE	66	39,120	23,620	60
CHATTANOOGA	122	298,450	158,940	53
CHEYENNE-SCOTTSBLUFF	21	50,540	35,210	70
CHICAGO	205	3,106,690	1,252,130	40
CHICO-REDDING	91	151,920	86,070	57
CINCINNATI	158	721,140	359,960	50
CLARKSBURG-WESTON	48	85,510	54,290	63
CLEVELAND,AKRON	150	1,438,180	728,270	51
COLORADO SPRINGS-PUEBLO	111	239,280	128,180	54
COLUMBIA-JEFFERSON CITY	174	130,780	61,510	47
COLUMBIA, SC	164	269,230	132,460	49
COLUMBUS-TUPELO-WEST POINT	179	156,590	72,010	46
COLUMBUS, GA	102	192,150	106,570	55
COLUMBUS, OH	122	620,680	347,800	53
CORPUS CHRISTI	56	172,940	105,660	61
DALLAS-FT. WORTH	199	1,664,820	660,690	41
DAVENPORT-R.ISLAND-MOLINE	66	308,560	184,450	60
DAYTON	56	505,050	307,870	61
DENVER	164	1,018,110	497,340	49
DES MOINES-AMES	168	363,830	174,480	48
DETROIT	187	1,694,670	768,970	45
DOTHAN	158	105,940	52,790	50
DULUTH-SUPERIOR	179	169,030	77,330	46
EL PASO	122	240,980	126,930	53
ELMIRA	8	84,030	63,640	76
ERIE	30	152,020	101,370	67
EUGENE	42	181,210	116,070	64
EUREKA	6	51,310	40,370	79
EVANSVILLE	122	266,390	140,760	53
FAIRBANKS	206	26,210	10,210	39
FARGO-VALLEY CITY	122	214,710	114,420	53
FLINT-SAGINAW-BAY CITY	150	449,260	228,220	51
FLORENCE, SC	179	112,780	52,250	46
FRESNO-VISALIA	191	427,820	181,840	43
FT. MYERS-NAPLES	21	235,980	166,080	70
FT. SMITH	85	145,890	84,900	58
FT. WAYNE	191	225,640	96,840	43
GAINESVILLE	53	83,750	52,130	62
GLENDIVE	37	5,180	3,410	66
GRAND JUNCTION-MONTROSE	111	52,660	28,240	54
GRAND RAPIDS-KALMZOO-B.CRK	134	610,230	319,580	52
GREAT FALLS	85	61,900	35,670	58
GREEN BAY-APPLETON	187	376,310	170,240	45
GREENSBORO-H.POINT-W.SALEM	164	504,720	249,610	49
GREENVILLE-N.BERN-WASHNGTN	134	255,420	131,580	52
GREENVILLE-SPART-ASHEVILLE	191	644,810	274,370	43
GREENWOOD-GREENVILLE	30	81,780	54,990	67
HARLINGEN-WESLACO-BRNSVLLE	158	186,520	93,050	50
HARRISBURG-LNCSTR-LEB-YORK	56	537,630	327,120	61
HARRISONBURG	174	33,700	15,740	47
HARTFORD & NEW HAVEN	8	884,310	676,060	76
HATTIESBURG-LAUREL	174	89,150	41,970	47
HELENA	66	20,690	12,480	60
HONOLULU	6	341,810	270,770	79
HOUSTON	179	1,431,830	665,460	46
HUNTSVILLE-DECATUR	134	280,730	146,730	52
IDAHO FALLS-POCATELLO	158	102,130	51,500	50
INDIANAPOLIS,LAFAYETTE	102	865,410	474,570	55
JACKSON, MS	150	290,590	148,900	51
JACKSON, TN	96	57,580	31,960	56
JACKSONVILLE	56	457,000	280,740	61
JOHNSTOWN-ALTOONA	15	285,390	204,290	72
JONESBORO	75	68,150	40,380	59
JOPLIN-PITTSBURG	150	177,940	91,180	51
KANSAS CITY	134	730,730	379,640	52
KNOXVILLE	122	423,880	224,500	53
LA CROSSE-EAU CLAIRE	111	158,320	84,890	54
LAFAYETTE, LA	102	197,490	108,100	55
LAKE CHARLES	75	74,980	44,530	59
LANSING	111	220,390	119,950	54
LAREDO	10	34,380	25,730	75
LAS VEGAS	208	259,500	98,640	38
LEXINGTON	56	325,150	197,990	61
LIMA	10	40,780	30,670	75
LINCOLN & HSTNGS-KRNY PLUS	66	256,510	153,850	60
LITTLE ROCK-PINE BLUFF	158	453,930	224,770	50
LOS ANGELES	196	4,800,200	2,015,860	42
LOUISVILLE	122	526,920	280,820	53
LUBBOCK	111	133,880	71,630	54
MACON	75	162,940	96,560	59
MADISON	134	269,380	140,970	52
MANKATO	66	52,140	31,300	60
MARQUETTE	27	55,060	37,220	68
MASON CITY-AUSTIN-ROCHESTR	134	142,670	73,850	52
MEDFORD-KLAMATH FALLS	85	132,410	76,510	58
MEMPHIS	168	592,580	284,510	48
MERIDIAN	187	74,230	33,550	45
MIAMI-FT. LAUDERDALE	122	1,249,430	661,990	53
MILWAUKEE	174	705,150	333,770	47
MINNEAPOLIS-ST. PAUL	196	1,274,820	529,500	42
MINOT-BISMARCK-DICKINSON	102	146,800	81,380	55
MISSOULA	168	74,650	35,550	48
MOBILE-PENSACOLA	102	444,670	242,890	55
MONROE-EL DORADO	134	181,990	93,960	52
MONTEREY-SALINAS	15	205,360	147,050	72
MONTGOMERY	134	210,840	110,330	52
NASHVILLE	191	693,450	299,380	43
NEW ORLEANS	85	638,600	369,960	58
NEW YORK	179	6,921,240	3,149,870	46
NORFOLK-PORTSMTH-NEWPT NWS	75	550,770	326,680	59
NORTH[illegible]ATTE	111	14,490	7,870	54
ODES[illegible]LAND	12	148,420	109,690	74
OKLA[illegible] CITY	102	597,480	330,640	55
OMAHA	66	346,970	206,470	60
ORLANDO-DAYTONA BCH-MELBRN	75	823,710	484,520	59
OTTUMWA-KIRKSVILLE	111	43,840	23,660	54
PADUCAH-C.GIRARDEAU-HARRBG	150	324,850	165,540	51
PALM SPRINGS	2	99,350	82,240	83
PANAMA CITY	53	79,130	49,430	62
PARKERSBURG	17	61,870	43,700	71
PEORIA-BLOOMINGTON	66	208,710	125,080	60
PHILADELPHIA	122	2,610,400	1,381,340	53
PHOENIX	191	973,280	415,520	43
PITTSBURGH	37	1,177,020	775,540	66
PORTLAND-AUBURN	75	315,600	186,410	59
PORTLAND, OR	134	799,260	412,810	52
PRESQUE ISLE	56	29,480	17,880	61
PROVIDENCE-NEW BEDFORD	56	549,490	337,000	61
QUINCY-HANNIBAL-KEOKUK	122	116,170	61,530	53
RALEIGH-DURHAM	168	632,860	303,800	48
RAPID CITY	91	97,790	55,550	57
RENO	56	179,460	109,310	61
RICHMOND-PETERSBURG	168	424,890	202,370	48
ROANOKE-LYNCHBURG	122	356,900	190,490	53
ROCHESTER	91	365,770	207,690	57

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS
'ZERO' INDICATES LESS THAN 5%.

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (Jan. 1989)	CABLE TV HOUSEHOLDS (July 1988)	CABLE TV % OF TV HSHLDS
ROCKFORD	102	154,780	85,210	55
ROSWELL	30	66,720	44,580	67
SACRAMENTO-STOCKTON	179	961,440	438,100	46
SALISBURY	48	90,500	57,440	63
SALT LAKE CITY	199	581,640	237,860	41
SAN ANGELO	1	44,220	37,040	84
SAN ANTONIO	42	555,350	355,950	64
SAN DIEGO	25	838,270	575,130	69
SAN FRANCISCO-OAKLAND	96	2,166,970	1,217,950	56
SANTABARBRA-SANMAR-SANLUOB	4	203,120	163,800	81
SAVANNAH	91	215,870	123,780	57
SEATTLE-TACOMA	85	1,253,980	729,550	58
SHREVEPORT	134	443,110	231,300	52
SIOUX CITY	134	156,390	80,940	52
SIOUX FALLS(MITCHELL)	150	227,380	115,500	51
SOUTH BEND-ELKHART	168	289,350	139,490	48
SPOKANE	134	323,620	167,680	52
SPRINGFIELD-HOLYOKE	17	242,290	173,000	71
SPRINGFIELD, MO	199	306,340	126,220	41
ST. JOSEPH	66	59,780	35,770	60
ST. LOUIS	199	1,089,920	446,850	41
SYRACUSE	48	372,070	236,000	63
TALLAHASSEE-THOMASVILLE	122	170,020	89,950	53
TAMPA-ST. PETE,SARASOTA	111	1,275,400	694,140	54
TERRE HAUTE	134	174,190	89,940	52
TOLEDO	75	405,270	237,300	59
TOPEKA	48	140,280	88,540	63
TRAVERSE CITY-CADILLAC	199	160,990	65,480	41
TRI-CITIES, TN-VA	85	283,270	163,170	58
TUCSON(NOGALES)	187	298,430	135,020	45
TULSA	96	459,900	256,180	56
TUSCALOOSA	30	52,860	35,380	67
TWIN FALLS	134	30,690	16,110	52
TYLER	66	126,710	76,510	60
UTICA	12	98,780	72,700	74
VICTORIA	2	25,600	21,120	83
WACO-TEMPLE	42	239,440	153,880	64
WASHINGTON, DC	196	1,665,470	702,900	42
WATERTOWN	75	66,320	39,350	59
WAUSAU-RHINELANDER	199	160,960	66,750	41
WEST PALM BEACH-FT. PIERCE	30	488,650	329,240	67
WHEELING-STEUBENVILLE	41	167,650	108,930	65
WICHITA FALLS & LAWTON	30	157,860	106,370	67
WICHITA-HUTCHINSON PLUS	53	425,810	263,940	62
WILKES BARRE-SCRANTON	17	521,260	370,430	71
WILMINGTON	91	190,670	108,250	57
YAKIMA	75	169,210	100,060	59
YOUNGSTOWN	96	276,180	153,300	56
YUMA-EL CENTRO	21	70,150	49,160	70
ZANESVILLE	12	31,580	23,360	74

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS
'ZERO' INDICATES LESS THAN .5%.

U.S. TV HOUSEHOLD ESTIMATES

ALPHABETICALLY BY DMA

SPLIT COUNTIES WITHIN DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (Jan. 1989)
CINCINNATI	BUTLER-N	35,370
	BUTLER-S	63,380
	WARREN-N	24,080
	WARREN-S	12,330
HARTFORD & NEW HAVEN	NEW LONDON-E	44,870
	NEW LONDON-W	44,350
SAN FRANCISCO-OAK,SAN ROSA	CONTRA COSTA-E	28,540
	CONTRA COSTA-W	250,750
SANTABARBRA-SANMAR-SANLUOB	SANTA BARBARA-N	52,290
	SANTA BARBARA-S	75,850
WEST PALM BEACH-FT. PIERCE	PALM BEACH-N	236,670
	PALM BEACH-S	115,710

SPLIT COUNTIES ACROSS DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (Jan. 1989)
ALBUQUERQUE-SANTA FE	APACHE-N	9,750
BAKERSFIELD	KERN-W	158,060
BURLINGTON-PLATTSBURGH	ST. LAWRENCE-E	13,060
GREENVILLE-N.BERN-WASHNGTN	NASH-E	15,860
LOS ANGELES	KERN-E	23,170
	RIVERSIDE-W	248,320
MANKATO	BL ERTH-NCL-S	23,220
MINNEAPOLIS-ST. PAUL	NICOLLET-N	4,920
ODESSA-MIDLAND	LEA-S	2,570
PALM SPRINGS	RIVERSIDE-E	99,350
PHOENIX	APACHE-S	3,670
RALEIGH-DURHAM	NASH-W	11,320
RENO	EL DORADO-E	15,400
ROSWELL	LEA-N	20,330
SACRAMENTO-STOCKTON	EL DORADO-W	27,720
	SOLANO-E	56,760
SAN FRANCISCO-OAK,SAN ROSA	SOLANO-W	48,210
SYRACUSE	ONEIDA-W	37,040
UTICA	ONEIDA-E	53,310
WATERTOWN	ST. LAWRENCE-W	24,120

COUNTIES SPLIT FOR TOPOGRAPHICAL REASONS ARE DESIGNATED AS N, S, E OR W AFTER THE COUNTY NAME.

NSI MARKET CONSOLIDATIONS

Cross Reference

NON-DMA NSI MARKET	located in	DESIGNATED MARKET AREA (DMA)
AKRON		CLEVELAND, AKRON
ANNISTON		BIRMINGHAM, ANNISTON
ENSIGN-GARDEN CITY		WICHITA-HUTCHINSON PLUS
GREAT BEND		WICHITA-HUTCHINSON PLUS
HAYS-GOODLAND		WICHITA-HUTCHINSON PLUS
LAFAYETTE, IN		INDIANAPOLIS, LAFAYETTE, IN
NORTH PLATTE-HAYES-McCOOK		
NORTH PLATTE		NORTH PLATTE
HAYES CENTER		LINCOLN & HASTINGS-KEARNEY, PLUS (satellite to KHCI, Kearney)
McCOOK		LINCOLN & HASTINGS-KEARNEY, PLUS (satellite to KSNW, Wichita)
SANTA ROSA		SAN FRANCISCO-OAKLAND, SANTA ROSA
SARASOTA		TAMPA-ST. PETERSBURG, SARASOTA

DESIGNATED MARKET AREA
COUNTY CHANGES BY MARKET
1988-1989

ABILENE-SWEETWATER
– Sterling, TX

ADA-ARDMORE
+ Love, OK

ALBANY, GA
– Wilcox, GA

ALBUQUERQUE-SANTA FE
– Mineral, CO

ATLANTA
– Randolph, AL
+ Clay, NC

BILLINGS
– Petroleum, MT
– Sheridan, WY

BILOXI-GULFPORT
– Greene, MS

BIRMINGHAM
– Tuscaloosa, AL

BOISE
– Gooding, ID

BOSTON
– Franklin, MA

BOWLING GREEN
– Grayson, KY
+ Hart, KY

BURLINGTON-PLATTSBURGH
– Essex, VT

CASPER-RIVERTON
– Washakie, WY

CHAMPAIGN & SPRINGFIELD-DECATUR
+ Cass, IL

CHARLESTON-HUNTINGTON
– Webster, WV

CHARLOTTESVILLE (NEW DMA)
+ Albemarle, VA

CHATTANOOGA
+ Clay, NC

CLARKSBURG-WESTON
+ Webster, WV

CLEVELAND
– Coshocton, OH

COLORADO SPRINGS-PUEBLO
– Lincoln, CO

COLUMBUS, GA
+ Randolph, AL
– Dooly, GA

COLUMBUS, OH
+ Coshocton, OH
+ Hardin, OH

DALLAS-FT. WORTH
– Love, OK

DENVER
+ Lincoln, CO
+ Mineral, CO
+ San Juan, CO

EUGENE
+ Benton, OR

GRAND JUNCTION-MONTROSE
– San Juan, CO

GREAT FALLS
+ Petroleum, MT
– Valley, MT

GREEN BAY-APPLETON
– Alger, MI

INDIANAPOLIS
– Lawrence, IN

JACKSON, TN
+ Carroll, TN

JACKSONVILLE
– Hamilton, FL

KANSAS CITY
– Jefferson, KS

LOUISVILLE
+ Lawrence, IN
+ Grayson, KY
– Hart, KY

MACON
+ Dooly, GA
+ Wilcox, GA

MADISON
+ Rock, WI

MARQUETTE
+Alger, MI

MINNEAPOLIS-ST. PAUL*
+ Beltrami, MN
+ Cass, MN
+ Douglas, MN
+ Grant, MN
+ Hubbard, MN
+ Pope, MN
+ Traverse, MN
+ Wadena, MN

MINOT-BISMARCK-DICKINSON (WILLISTON)
+ Valley, MT

MOBILE-PENSACOLA
+ Greene, MS

NASHVILLE
– Carroll, TN

PADUCAH-CAPE GIRARDEAU-HARRISBURG
– Jefferson, IL

PORTLAND, OR
– Benton, OR

PORTLAND-AUBURN
+ Essex, VT

QUINCY-HANNIBAL-KEOKUK
– Cass, IL

RAPID CITY
+ Sheridan, WY

RICHMOND-PETERSBURG
+ Madison, Va
+ Albermarle, VA

ROCKFORD
– Rock, WI

SALT LAKE CITY
+ Washakie, WY

SAN ANGELO
+ Sterling, TX

SHREVEPORT
– San Augustine, TX

SPRINGFIELD-HOLYOKE
+ Franklin, MA

ST. LOUIS
+ Jefferson, IL

TALLAHASSEE-THOMASVILLE
+ Hamilton, FL

TOLEDO
– Hardin, OH

TOPEKA
+ Jefferson, KS

TUSCALOOSA, AL (NEW DMA)
+ Tuscaloosa, AL

TWIN FALLS
+ Gooding, ID

TYLER
+ San Augustine, TX

WASHINGTON, DC
+ Madison, VA

– County dropped from this DMA
+ County added to this DMA

*Effective January 1, 1988 the Alexandria DMA was deleted and its eight counties reassigned to the Minneapolis-St. Paul DMA.

NIELSEN MEDIA RESEARCH SERVICES GROUP TERRITORIES

Northeast — Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania (Eastern & Central), Rhode Island, Vermont, Virginia (Arlington, Fairfax, Loudoun & Prince William Counties only).

East Central — Indiana (Except Lake & Porter Counties), Kentucky, Michigan, Ohio, Pennsylvania (Western), West Virginia.

West Central — Colorado, Illinois, Indiana (Lake & Porter Counties only), Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin, Wyoming.

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NIELSEN MARKETING RESEARCH SERVICES GROUP TERRITORIES

I New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

II Metropolitan New York
New Jersey
- Bergen
- Essex
- Hudson
- Middlesex
- Morris
- Passaic
- Somerset
- Union

New York
- Bronx
- Kings
- Nassau
- New York
- Queens
- Richmond
- Rockland
- Suffolk
- Westchester

III Middle Atlantic
Delaware
District of Columbia
Maryland
New Jersey (Excluding Counties in Territory II)
New York (Excluding Counties in Territory II)
Pennsylvania (Excluding Counties in Territory IV)
Virginia
- Arlington (Including Alexandria City)
- Fairfax (Including Falls Church)
- Loudoun
- Prince William

IV East Central
Indiana (Excluding Lake and Porter Counties)
Kentucky
Michigan
Ohio
Pennsylvania
- Allegheny
- Armstrong
- Beaver
- Butler
- Clarion
- Crawford
- Erie
- Fayette
- Forest
- Greene
- Indiana
- Jefferson
- Lawrence
- Mercer
- Venango
- Warren
- Washington
- Westmoreland

West Virginia

V Metropolitan Chicago
Illinois
- Cook
- DuPage
- Kane
- Lake
- McHenry
- Will

Indiana
- Lake
- Porter

VI West Central
Colorado
Illinois (Excluding Counties in Territory V)
Iowa
Kansas
Minnesota
Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Wyoming

VII Southeast
Alabama
Florida
Georgia
Mississippi
North Carolina
Tennessee
Virginia (Excluding Counties in Territory III)

VIII Southwest
Arkansas
Louisiana
New Mexico
Oklahoma
Texas

IX Greater Los Angeles
California
- Los Angeles
- Riverside
- Orange
- San Bernardino

X Remaining Pacific
Arizona
California (Excluding Counties in Territory IX)
Idaho
Nevada
Oregon
Utah
Washington

Nielsen Station Index

NSI 1988-89 Measurement Schedule

	Oct	Nov	Jan	Feb	Mar	May	Jun
Abilene-Sweetwater		V		V		V	V
Ada-Ardmore		V		V		V	V
Akron		V		V		V	
Albany, GA		V		V		V	V
Albany-Schenectady-Troy		V		V		V	V
Albuquerque-Santa Fe		V		V		V	V
Alexandria, LA		V		V		V	V
Alpena		V		V		V	V
Amarillo		V		V		V	V
Anchorage, AK		V		V		V	V
Anniston		V		V		V	
Atlanta	V	V	V	V		V	V
Atlanta-M/M Weeklies	*	*	*	*	*	*	*
Augusta, GA		V		V		V	V
Austin		V		V		V	V
Bakersfield		V		V		V	V
Baltimore	V	V	V	V		V	V
Bangor		V		V		V	V
Baton Rouge		V		V		V	V
Beaumont-Port Arthur		V		V		V	V
Beckley-Bluefield-Oak Hill		V		V		V	V
Bend, OR		V		V		V	V
Billings		V		V		V	V
Biloxi-Gulfport		V		V		V	V
Binghamton		V		V		V	V
Birmingham		V		V		V	V
Boise		V		V		V	V
Boston	V	V	V	V	V	V	V
Boston-M/M Weeklies	*	*	*	*	*	*	*
Bowling Green		V		V		V	V
Buffalo		V		V		V	V
Burlington-Plattsburgh		V		V		V	V
Butte		V		V		V	V
Casper-Riverton		V		V		V	V
Cedar Rapids-Waterloo & Dubuque		V		V		V	V
Champaign & Springfield-Decatur		V		V		V	V
Charleston, SC		V		V		V	V
Charleston-Huntington		V		V		V	V
Charlotte		V		V		V	V
Charlottesville		V		V		V	V
Chattanooga		V		V		V	V
Cheyenne-Scottsbluff-Sterling		V		V		V	V
Chicago	V	V	V	V	V	V	V
Chicago-M/M Weeklies	*	*	*	*	*	*	*
Chico-Redding		V		V		V	V
Cincinnati	V	V	V	V		V	V
Clarksburg-Weston		V		V		V	V
*Cleveland	V	V	V	V		V	V
Colorado Springs-Pueblo		V		V		V	V
Columbia, SC		V		V		V	V
Columbia-Jefferson City		V		V		V	V
Columbus, GA		V		V		V	V
Columbus, OH		V		V		V	V
Columbus-Tupelo-West Point		V		V		V	V
Corpus Christi		V		V		V	V
Dallas-Ft. Worth	V	V		V		V	V
Dallas-Ft. Worth-M/M Weeklies	*	*	*	*	*	*	*
Davenport-Rock Island-Moline		V		V		V	V
Dayton		V		V		V	V
Denver	V	V		V		V	V
Denver-M/M Weeklies	*	*	*	*	*	*	*
Des Moines-Ames		V		V		V	V
Detroit	V	V	V	V		V	V
Detroit-M/M Weeklies	*	*	*	*	*	*	*
Dothan		V		V		V	V
Duluth-Superior		V		V		V	V
El Paso		V		V		V	V
Elmira		V		V		V	V
Ensign-Garden City		V		V		V	
Erie		V		V		V	V
Eugene		V		V		V	V
Eureka		V		V		V	V
Evansville		V		V		V	V
Fairbanks		V		V		V	
Fargo-Valley City		V		V		V	V
Flint-Saginaw-Bay City		V		V		V	V
Florence, SC		V		V		V	V
Fresno-Visalia		V		V		V	V
Ft. Myers-Naples		V		V		V	V
Ft. Smith		V		V		V	V
Ft. Wayne		V		V		V	V
Gainesville		V		V		V	V
Glendive		V		V		V	V
Grand Junction-Montrose		V		V		V	V
Grand Rapids-Kalamazoo-Battle Creek		V		V		V	V
Great Bend		V		V		V	
Great Falls		V		V		V	V
Green Bay-Appleton		V		V		V	V
Greensboro-High Point-Winston Salem		V		V		V	V

	Oct	Nov	Jan	Feb	Mar	May	Jun
Greenville-New Bern-Washington		V		V		V	V
Greenville-Spartanburg-Asheville		V		V		V	V
Greenwood-Greenville		V		V		V	V
Harlingen-Weslaco-Brownsville		V		V		V	V
Harrisburg-Lancaster-Lebanon-York		V		V		V	V
Harrisonburg, VA		V		V		V	V
Hartford, VT-Hanover, NH		V		V		V	
Hartford & New Haven	V	V		V		V	V
Hartford & New Haven-M/M Weeklies**	*	*	*	*	*	*	*
Hattiesburg-Laurel		V		V		V	V
Hays-Goodland		V		V		V	
Helena		V		V		V	V
Honolulu		V		V		V	
Houston	V	V		V		V	V
Houston-M/M Weeklies	*	*	*	*	*	*	*
Huntsville-Decatur		V		V		V	V
Idaho Falls-Pocatello		V		V		V	V
Indianapolis		V		V		V	V
Jackson, MS		V		V		V	V
Jackson, TN		V		V		V	V
Jacksonville		V		V		V	V
Johnstown-Altoona		V		V		V	V
Jonesboro		V		V		V	V
Joplin-Pittsburg		V		V		V	V
Kansas City	V	V	V	V		V	V
Knoxville		V		V		V	V
LaCrosse-Eau Claire		V		V		V	V
Lafayette, IN		V		V		V	
Lafayette, LA		V		V		V	V
Lake Charles, LA		V		V		V	V
Lansing		V		V		V	V
Laredo		V		V		V	V
Las Vegas		V		V		V	V
Lexington		V		V		V	V
Lima		V		V		V	V
*St. Louis	V	V	V	V		V	V
St. Louis-M/M Weeklies**						*	*
Syracuse		V		V		V	V
Tallahassee-Thomasville		V		V		V	V
Tampa-St. Petersburg		V		V		V	V
Terre Haute		V		V		V	V
Toledo		V		V		V	V
Topeka		V		V		V	V
Traverse City-Cadillac		V		V		V	V
Tri-Cities, TN-VA							
(Bristol-Johnson City-Kingsport)		V		V		V	V
Tucson (Nogales)		V		V		V	V
Tulsa		V		V		V	V
Tuscaloosa		V		V		V	V
Twin Falls		V		V		V	V
Tyler		V		V		V	V
Utica		V		V		V	V
Victoria		V		V		V	V
Waco-Temple		V		V		V	V
Washington, DC	V	V	V	V		V	V
Washington, DC-M/M Weeklies	*	*	*	*	*	*	*
Watertown		V		V		V	V
Wausau-Rhinelander		V		V		V	V
West Palm Beach-Ft. Pierce		V		V		V	V
Wheeling-Steubenville		V		V		V	V
Wichita Falls & Lawton		V		V		V	V
Wichita-Hutchinson		V		V		V	V
Wilkes Barre-Scranton		V		V		V	V
Wilmington		V		V		V	V
Yakima		V		V		V	V
Youngstown		V		V		V	V
Yuma-El Centro		V		V		V	V
Zanesville		V		V		V	V

Report Month	Dates	# Markets
October	9/29-10/26	24
November	11/3-11/30	All Markets
January	1/5-2/1	18
February	2/2-3/1	All Markets
March	3/2-3/29	5
May	4/27-5/24	All Markets
July	7/6-8/2	All DMA's

V—Viewers in Profile

* Previews are issued for selected measurement periods

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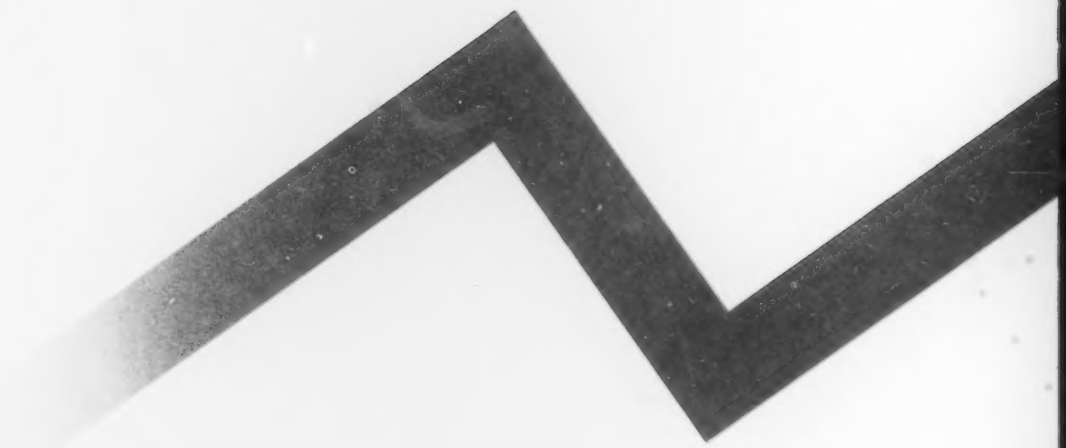

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